

LIFE

CHILDBIRTH
WITHOUT FEAR

JANUARY 30, 1950 20 CENTS
YEARLY SUBSCRIPTION \$6.00



**Now! Have that glorious SUMMER-TAN LOOK
G-E Sunlamp tans like the sun!**

ALSO, G-E HEAT LAMPS! SOOTHE MUSCULAR ACES AND PAINS.
HANDY FOR DRYING AND HEATING JOBS AROUND THE HOME.



STANDARD MODEL. Efficient, dependable, low in price. Only ... \$110 HARD GLASS MODEL. Resists breakage from splashing water. Ruby red filter cuts glare. Big value — only ... \$2.95



EVER long for the admiring glances that greet the girl or man with a radiant tan? A General Electric Sunlamp will give you that glorious "summer-tan look" (if you are the type who tans under the summer sun) plus beneficial vitamin D. Only \$8.50. Fits any ordinary AC lamp socket. Many inexpensive holders and stands are available.

Get your G-E Sunlamp today! Use as directed on package. Sold by most stores that carry famous G-E light bulbs.



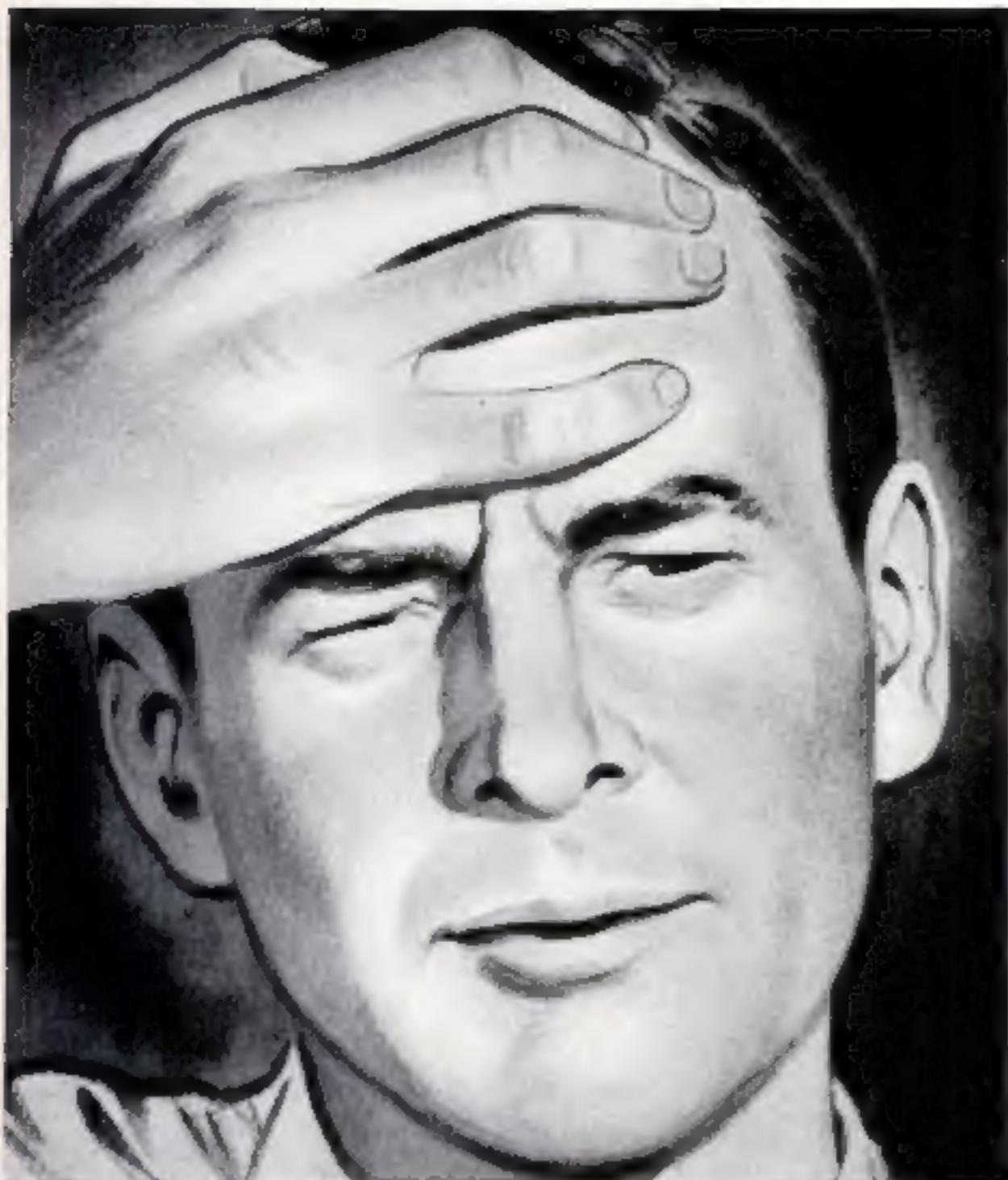
DAILY VITAMIN D! The ultraviolet rays of a G-E Sunlamp help develop strong bones and teeth by helping your body build vitamin D.



THE WHOLE FAMILY can get their tans in bedroom, bathroom, playroom. G-E Sunlamp is easy to move, simple to use.

You can put your confidence in—

GENERAL ELECTRIC



Bufferin

TRADE-MARK

Acts twice as fast as aspirin!

New product for fast pain relief doesn't disagree with you!



No tablet, powder or any other product that you take to relieve pain can start relieving it until it is absorbed into your blood stream. For only then does it go to work to give you the relief you want.

PAIN-RELIEVING INGREDIENTS IN
THE BLOOD AFTER 10 MINUTES

BUFFERIN

ASPIRIN

Clinical studies prove that people who take Bufferin have twice as much pain-relieving ingredients in the blood stream after 10 minutes as those who take aspirin. Bufferin acts twice as fast to relieve pain!



Many people take an antacid when they take aspirin. With Bufferin this is not necessary because Bufferin is an antacid. Bufferin actually protects your stomach from aspirin irritation.



In a recent clinical test, 200 patients—20 of whom had suffered gastric disturbances after taking aspirin—were given identical doses of Bufferin. The astonishing results: Only one of the 200 had even mild distress!



Ask your dentist or physician about the remarkable effectiveness of Bufferin. Get Bufferin from your druggist. In handy 12-tablet, pocket-size package—or economical 36- and 100-tablet packages for home use.

IF YOU HAVE BEEN ADVISED BY YOUR DOCTOR
TO TAKE LARGE DOSES OF ASPIRIN AND YOU FIND
THAT ASPIRIN CAUSES GASTRIC DISTRESS—
ASK YOUR DOCTOR ABOUT BUFFERIN.

ALSO AVAILABLE IN CANADA



NOTE: BUFFERIN IS SCORED FOR EASY BREAKING
WHEN HALF-DOSES ARE INDICATED

IF YOU SUFFER PAIN FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

This One



Copyrighted material

Salon Luxury in a Home Shampoo



It's the real egg* that makes the magic in this luxury shampoo . . . the very same smooth liquid creme used in the famous Richard Hudnut Fifth Avenue Salon to make hair more manageable, tangle-free, easier to do, and permanents "take" better. Whisks in and out like a dream, removes loose dandruff, leaves hair extra lustrous because it's clean, clean, clean! Try this gentler, kinder, luxury shampoo today. Wonderfully good for children's hair, too! \$1.00; economy size \$1.75

From the Fifth Avenue Salon

Richard Hudnut
ENRICHED CREME
Shampoo
with egg



It's the real egg in Hudnut Shampoo that makes hair more manageable. Home permanents "take" better

*powdered, 1%

Listen to Walter Winchell, ABC Network Sunday Nights.

LETTERS TO THE EDITORS

"LIFE" & FULTON LEWIS JR.

Sirs:

I was greatly impressed by your editorial "Speaking of News" (LIFE, Dec. 19). I am horrified by the account of your reader response to this editorial in Letters to the Editors (LIFE, Jan. 9).

Because, as a publisher of books, I've been finding myself devoting more of my time to magazines and, consequently, less and less to books, I have resisted so far the blandishments of your subscription department to renew my subscription for LIFE. But in view of this present development I do not see how I can withhold even the little support that my subscription represents and I shall, therefore, renew it to take the place of that, let us say, of Michael J. O'Brien, who canceled his.

ALFRED A. KNOFF
New York, N.Y.

Sirs:

Shame on all of us who let LIFE down when we didn't applaud you for your editorial stand on Fulton Lewis Jr.

Cry not over the loss of 36 subscriptions. I know at least twice that many people who will enter renewals on the basis of that editorial alone.

HAROLD BURSON
New York, N.Y.

Sirs:

... You have rendered a service not only to the American people but also to the journalistic profession. There is a deplorable tendency among journalists to protect each other, and it is reassuring as well as refreshing to see a publication of your stature willing to put the finger on these hysteria peddlers.

SI CABADY
General Manager
The Owens Newspapers
McAllen, Texas

Sirs:

I was astonished at the number of people who criticized LIFE and upheld Lewis. I regret that I didn't add my cent's worth at the time on the other side. I thought it was one of the finest pieces of journalistic acumen that I have ever seen LIFE exhibit. The fact that it sifted the Jordan charges and then had the courage to speak out was a heartening thing.

HARRY E. MAULE
Editor
Random House
New York, N.Y.

Sirs:

For each of the 351 fanatics who wrote in praise of Mr. Lewis, I am sure there were thousands who silently applauded your fair and reasonable editorial.

MARIE DUTCH
Pleasant Ridge, Mich.

Sirs:

I was seriously considering canceling my subscription because of the tone of your editorials. However, after reading your Fulton Lewis Jr. editorial and especially the avid minority reaction, I think I'll stick along with you. . . .

MAURICE N. HALLE
New York, N.Y.

Sirs:

I was appalled and disgusted when I read that 351 out of 381 letters criticized your editorial. It seems to me

CONTINUED ON PAGE 4



Laura Mae Life Blouse

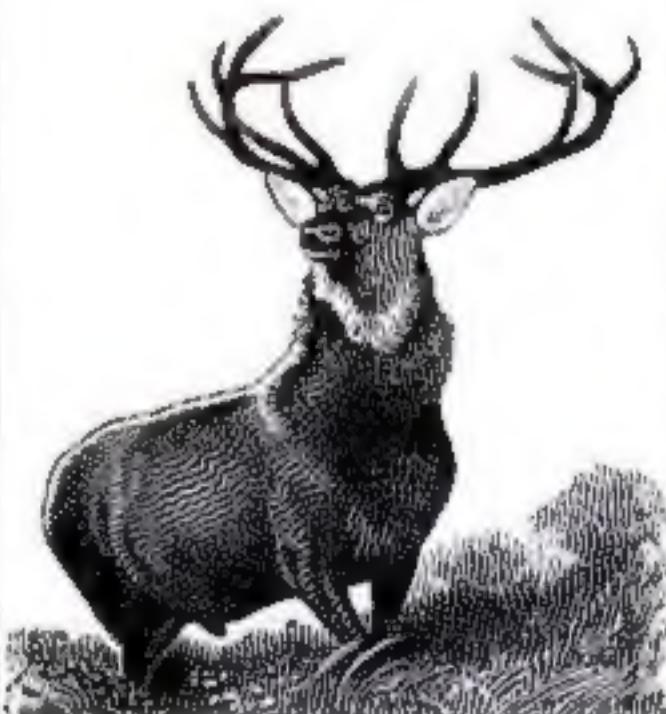
The blouse with a new "CLEAN CUT" look! Precision-tailored of smooth Sanforized® combed cotton broadcloth, in white, blue, pink or maize. Sizes 32 to 40.

Washes Like a Hanky \$1.98
*1% residual shrinkage.

At good stores everywhere, or write:

M. Serman & Co.
1225 Broadway, New York 1, N.Y.

**Year in and year out
you'll do well with the
HARTFORD**



—all forms of fire,
marine and casualty
insurance and fidelity
and surety bonds.

See your Hartford agent
or insurance broker

**HARTFORD FIRE
INSURANCE COMPANY**
**HARTFORD ACCIDENT
AND INDEMNITY COMPANY**
**HARTFORD LIVE STOCK
INSURANCE COMPANY**
HARTFORD IS, CONNECTICUT



BIG VALUE AT LOW COST



The telephone is a big bargain in security, convenience and good times for every member of the family.

Just in the steps it saves, it more than pays for itself. Its value in emergencies is often beyond price.

Day and night, every day, the telephone is at your service. And the cost is small—within reach of all.

BELL TELEPHONE SYSTEM



Life Stride

A STRIDE AHEAD IN FIT AND VALUE

it has to be
blue . . .

Fresh, radiant blue . . . nothing can take its place with smart women this spring! Choose yours from Life Stride's scoop of new hit blues. Perfect fitting, beautifully made. Famous values in many selections. For retailer's name, write Life Stride Division, Brown Shoe Company, St. Louis.

LILA

BARRY



Shoes illustrated,

7⁹⁵ and **8⁹⁵**

HIGHER DENVER WEST

other styles \$6.95 to \$8.95

LETTERS TO THE EDITORS

CONTINUED

that any rational person must realize that your conclusions follow from the facts. . . .

PETER C. KNICKERBOCKER
New Haven, Conn.

Sirs:

Rest assured, we who agree with your editorial are in the majority—we haven't been lulled into "soap-opera unconsciousness."

HAROLD KIMBALL
Pittsburgh, Pa.

Sirs:

With regret at the delay, I add my thanks for the editorial on Fulton Lewis Jr. I should have written you at once but was too busy cheer-leading for you. I guess optimists don't write letters.

Mrs. LESLIE C. WILLIAMS
Berkeley, Calif.

• The final count of letters on the Lewis editorial was: pro-Lewis 428, pro-LIFE 52. But the response to the Letters to the Editors on the editorial was: pro-LIFE 171, pro-Lewis 83.—ED.

DRAMA OF MEXICO

Sirs:

It may be because I am of Mexican descent, but I think that Leonard McCombe's picture of the little Mexican girl holding the flowers at her baby sister's funeral ("Drama of Mexico," LIFE, Jan. 9) is the most touching and eloquent I have ever seen.

J. A. PENA
Orangeburg, N.Y.

Sirs:

Let's see more of Emma Gonzalez, the chocolate heiress shown exercising in her room. We have voted her the girl with whom we would most like to do our morning exercises.

SECOND FLOOR KEIL HALL
Mercersburg Academy
Mercersburg, Pa.



EMMA GONZALEZ

Sirs:

Your article hardly depicts Mexico as it is.

. . . There is a growing middle class of small merchants, clerks, skilled laborers and the new small landed gentry. All of these now know many modern comforts which are quite comparable to those enjoyed by the lower middle class in the U.S.

Mexico's development since 1920 is one of the world's most heart-warming epics of modern times.

ROBERTO H. ORNELAS
Washington, D.C.

Sirs:

You picture priests hearing confessions. To my knowledge Roman Catholic priests must always wear stoles

Only DUFF'S DEVIL'S FOOD MIX can make a Prize cake like this!



Simply Elegant Rich, Chocolaty Devil's Food Cake. Only 5½ Minutes from Box to Oven!

★ RICHER in deep, ruddy chocolate color . . . ★ HIGHER and lighter . . . ★ MORE TENDER and velvety . . . ★ MORE CHOCOLATY tasting than time-taking home recipes!



A Product of AMERICAN HOME FOODS

So Smooth
YOU KNOW IT'S
A "PRO" COMB!



- Teeth are smooth and rounded—won't scratch scalp!
- Perfectly molded—no irregularities to catch hair. Easy to clean!
- Light in weight, yet strong and flexible to prevent breakage.
- Wide choice of styles and colors for men and women. A "PRO" Comb will give your hair that "professional touch".

PRECISION MOLDED
PRO-PHY-LACTIC
COMBS

CONTINUED ON PAGE *

Copyrighted material

MORE Natural Rubber MEANS Better Roads



Natural Rubber

Nature and Science Serving Mankind



Write for Free Booklet "Stretching Highway Dollars—WITH RUBBER ROADS". The story of a new use for natural rubber that promises better roads for less money—should interest every car owner, taxpayer and highway official. Write for your free copy to Dept. 401, NATURAL RUBBER BUREAU, 1631 K St., N.W., Washington 6, D.C.

A better road—that actually costs much less to keep in repair! That's the promise of natural rubber.

Highway tests indicate that a small amount of natural rubber, mixed with the top surfacing of an asphalt road, will make it wear longer, resist extremes of hot and cold weather, and provide more safety against skidding.

What's more—such roads may cost no more than ordinary roads to build as well as save on road repair bills year after year.

Already four states have laid test strips of natural rubber roads—with others to follow.

It is the big news in highway construction today!

Natural Rubber Bureau 1631 K St., N.W., Washington 6, D.C.



WORLD'S GREATEST RUBBER-GROWING AREAS
In Southeast Asia there are over a half-million rubber farms that can produce more than one and one-half million tons of natural rubber a year. Yet only 60 years ago, not a single rubber tree grew in this whole area.

A CLINIC FOR RUBBER TREES
An experienced botanist in the Rubber Research Institute of Malaya continuously checks specimens from rubber trees to determine if the trees are free from damaging fungus disease.

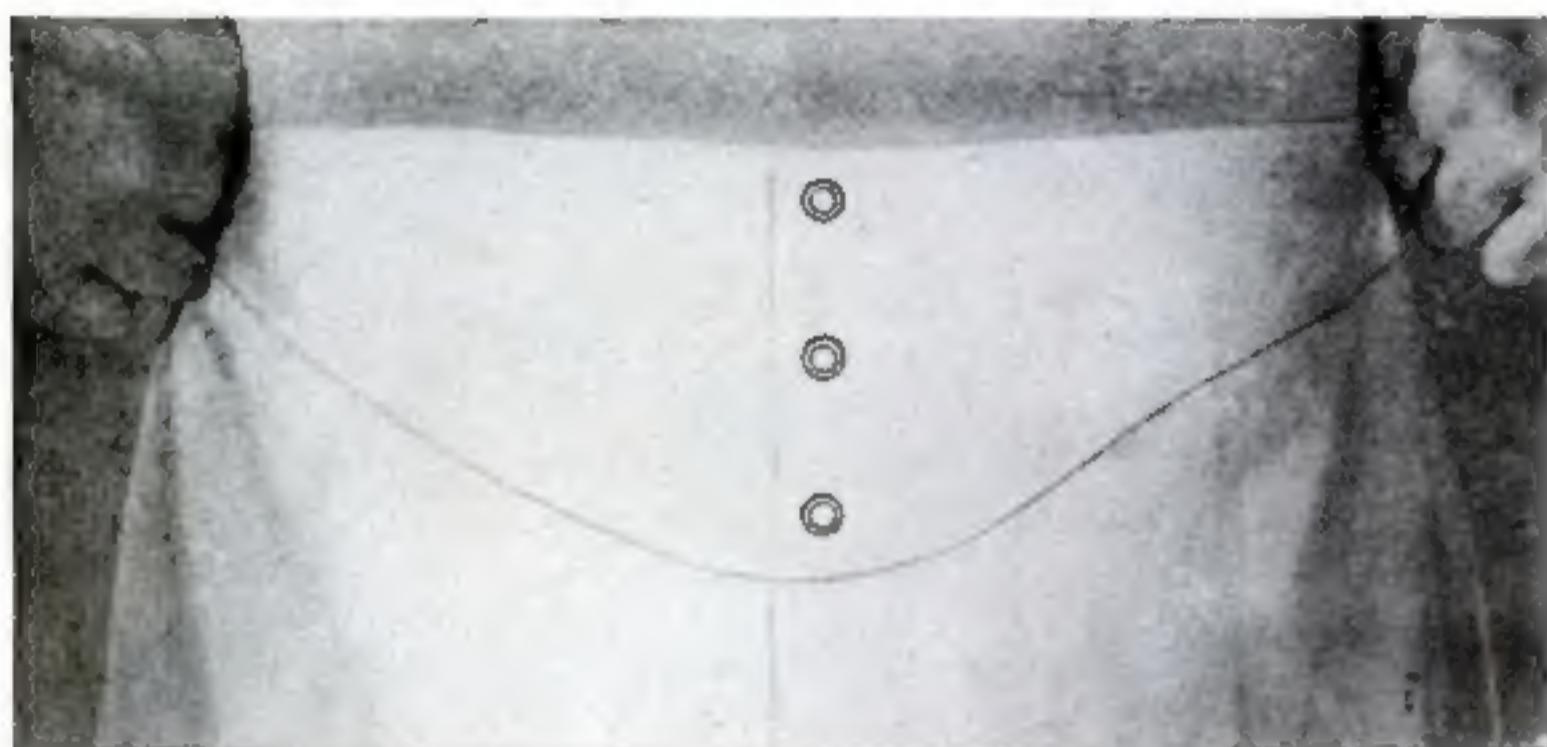
RUBBER TREE SURGEON
Research centers in Southeast Asia teach the rubber grower how to discover tree diseases and how to cure them. Here a Malayan worker cuts off a diseased root from a rubber tree.

PROTECTING THE RUBBER GROWER
Japanese occupation during the war encouraged banditry. Today, scattered Communist-led gangs harass rubber planters in Malaya. In spite of such incidents, production is at a high peak.

NATURAL RUBBER MEANS BETTER QUALITY AND LOWER PRICES IN HUNDREDS OF RUBBER PRODUCTS — FROM BABY NIPPLES TO GIANT TRUCK TIRES

Active men insist on them—

Shorts with Gripper Fasteners!*



**For those who like plain waistbands—
several styles with GRIPPER Fasteners!**



**For those who like all-around elastic—
improved boxers with GRIPPER Fasteners!**

NO MATTER what style of shorts you prefer—with elastic waistband or without—you'll like them better with a waist-opening (with GRIPPER Fasteners, of course)!

Active men are delighted with GRIPPER Fasteners because they find that they are on to stay—and are so

easy to snap and unsnap!

And women (who do lots of shopping for their menfolk) like them better, too, because they know that GRIPPER Fasteners refuse to pop off... chip... or break. They're laundry-proof, and make ironing easier.

Available in leading brands.

GRIPPER Fasteners for home attachment—Available at notion counters everywhere

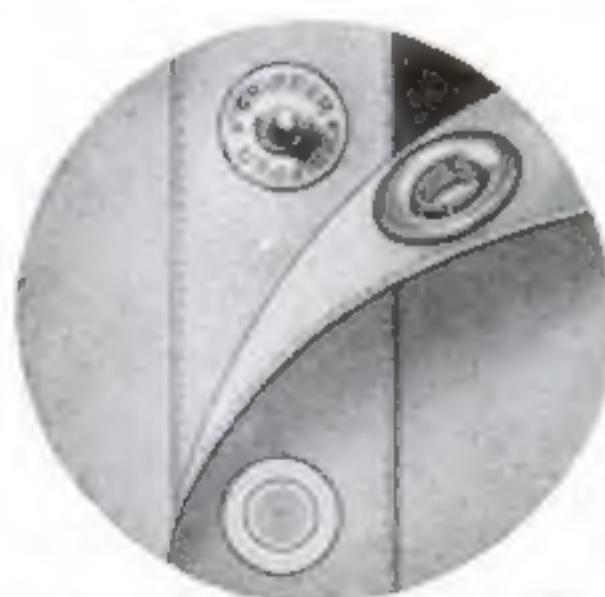
GRIPPER*

* by Scovill Mfg. Co.

FASTENERS

THE LAUNDRY-PROOF SNAP FASTENERS THAT END 'BUTTON BOther'!

A PRODUCT OF SCOVILL



LETTERS TO THE EDITORS

CONTINUED

around their necks to hear confession. Why don't these priests wear stoles?

JOHN D. MORAN
Baltimore, Md.

• Stoles are officially prescribed but not absolutely essential. Priests' failure to wear them does not invalidate the confession.—ED.

Sirs:

You show a citizen communing with the body of his "long dead aunt." In my opinion the aunt has not been dead long as she still has all her hair.

JOEL BELANEY
Walpole, Mass.

• The amazing dryness and purity of Guanajuato's mountain air often preserves the hair and even mummifies the bodies of the dead. The dryness also preserves the looks on the faces of the corpses which are buried with the expressions they wore when they died.—ED.

Sirs:

I believe that children should be instructed early in the intricacies of life and death. But I think the picture of the Mexican cadavers in your latest issue is a bit too sensational for me to leave around the house for my kids to examine.

Let's stick to nudes!

A. P. OLcott
Kennebunkport, Maine

DOG'S FREUD

Sirs:

The story "The Dog's Freud" (Jan. 9) reminds one of the many, many stray dogs in the U.S., most of which are perhaps extremely neurotic, even kleptomaniacal in the matter of food. Perhaps there is some chance for these dogs. With a magazine as influential as LIFE bringing such a pitiful state to the eyes of the American public we could eventually have every dog in the country psychoanalyzed.

JOSEPH R. PELLETIER
McCall, Idaho

MAYTAG'S BANANAS

SIRS:

BEFORE MY FAMILY GOES CRAZY PLEASE PUBLISH SOLUTION OF MAYTAG PUZZLE ABOUT THE BANANAS (LETTERS TO THE EDITORS, LIFE, JAN. 9).

ALAN JACKSON
NEW YORK, N.Y.

Sirs:

The answer is 79 bananas. Time required to solve (without the aid of slide rules) was 26 seconds.

BENNETT SACK
ROBERT D. MASSARO
HARVEY EISENBERG
M.I.T.
Cambridge, Mass.

Sirs:

My 9-year-old cousin's answer is 79 bananas. Time: 28 minutes.

JOSE F. VILLO
Havana, Cuba

Sirs:

79. It only took me two days to figure it out.

JOHN A. SCHOONOVER
President
The Idaho First National Bank
Boise, Idaho

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

New preparation with remarkable skin-soothing ingredient helps keep the face looking young and healthy!

Modern life now means daily shaving for millions of men. But frequent shaving often results in ugly, old-looking skin. To help men solve this problem, we developed Glider—a rich, soothing cream containing a special ingredient to help preserve the youthful qualities of the face.

Now—every time you shave with Glider—you give your face the benefit of this wonderful substance... and you finish your shave looking and feeling remarkably fit!

TRY A TUBE AT OUR EXPENSE

You can get Glider at any toilet-goods counter. Or we'll be glad to mail you a guest-size tube—enough for three full weeks—absolutely free. Just write The J. B. Williams Company, Dept. LG-1, Glastonbury, Conn., U.S.A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

Charles S. Campbell
PRESIDENT

RELIEF

from discomfort of

ACID INDIGESTION

CONSTIPATION

SICK HEADACHE

DULLNESS

due to ordinary sluggishness

Whenever you're headachy, upset, sour because of acid indigestion—take sparkling Eno quick! You'll promptly help neutralize excess stomach acid, ease "full feeling" overnight! When you wake, take Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all drugists—buy today!

1 ANTACID—relieves sourness, gas and heartburn promptly.

2 LAXATIVE—to relieve temporary sluggishness quickly, take before breakfast when needed.

3 PLEASANT—as a glass of sparkling, bubbly soda water!



Take Good-tasting Eno

CONTINUED ON PAGE 8

THEY LOOK ALIKE - BUT THERE'S A BIG DIFFERENCE



Prove it Yourself with...

Durkee's ^{own} GRADE AA

Here are the Winners!

The following people are double winners in Durkee's nationwide "Name It" Contest which ended December 10th. They not only discovered the taste thrill of eating Durkee's new and delicious Grade AA Margarine but the margarine names they suggested were adjudged winners of the hundreds of thousands of splendid suggestions received.

FIRST PRIZE - LUSTRON HOUSE AND LOT (OR \$10,000 CASH AWARD)

1. Mrs. M. C. Stuhlmann
Chicago, Illinois

2ND and 3RD PRIZES — PACKARD AUTOMOBILES

2. Mrs. C. C. Shropshire
Dallas, Texas

3. Mrs. Alfred E. Stone
Pontiac, Michigan

4TH, 5TH, 6TH, 7TH and 8TH PRIZES — WESTINGHOUSE TV SETS

4. Mrs. G. E. Greene
Ashland, Kentucky

5. Miss Jean Priest
Minneapolis, Minn.

5. Miss Jean Priest
Minneapolis, Minn.

6. Mrs. C. T. McLaughlin
Fairfield, Alabama

8. Mrs. U. F. Newlin
Hutchinson, Kansas

7. Mrs. David McGarity
Atlanta, Georgia

9TH, 10TH, 11TH, 12TH, 13TH and 14TH PRIZES

— WESTINGHOUSE ELECTRIC RANGES

9. Mrs. W. D. Sides
Amarillo, Texas

12. H. B. Klevens
Minneapolis, Minn.

10. Mrs. F. D. Furnace
Muncie, Indiana

13. Carolyn Donnell
Gibsonburg, Ohio

11. Mrs. V. M. White
Eugene, Oregon

14. Mrs. H. H. Spence
St. Louis, Missouri

15TH, 16TH, 17TH and 18TH PRIZES — WESTINGHOUSE LAUNDROMATS

15. Mr. Leroy G. Lady
Rochester, New York

17. Mrs. Barbara Komar
Detroit, Michigan

16. Mrs. Roslyn Bookford
Washington, D. C.

18. Henrietta K. Priggle
Berwyn, Illinois

19TH, 20TH, 21ST and 22ND PRIZES — WESTINGHOUSE REFRIGERATORS

19. Mrs. Harry Clinton
Powell

21. Harriet L. Buck
Winona, Minnesota

20. Carl F. Witham
Santa Rosa, California

22. Jessie Sipp
Lincoln, Nebraska

23RD, 24TH and 25TH PRIZES — WESTINGHOUSE ELECTRIC COMFORTERS

23. Archie Glen Dunn
Plainfield, New Jersey

24. Mrs. K. N. Sinclair
National City, Cal.

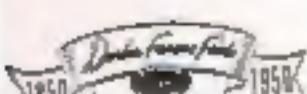
25. Mrs. Bessie Rogers
Muskogee, Oklahoma



Look for this Stamp



© 1950, The Glidden Company. Winners above were chosen by E. L. Polk Co. judges.



A dog's best meal is Wilson's Ideal



Feeds In All 7 Ways

Two important reasons why more and more women prefer Ideal are—1. Ideal's clean, wholesome, meaty aroma makes it pleasant to feed. 2. Ideal is best for the dog or cat because it feeds in all 7 ways for:

- 1. Strong muscles and growth,
- 2. Vitamin balance,
- 3. Clear eyes and glossy coat,
- 4. Strong bones and teeth,
- 5. Vitality and nerves,
- 6. Strong sinews and tendons,
- 7. Energy. Try Ideal. Watch your dog or cat go for it.



ANOTHER WILSON QUALITY PRODUCT

SPECIAL IDEAL OFFERS

WILSON & CO., U. S. YARDS, CHICAGO



1. 6-in-1 UTILITY SET. All metal. Four screwdrivers fit in handle of hammer. 50c and 2 Ideal labels.



2. SCATTER PIN. Genuine Rhinestones. Beautiful gold plated. Jeweler's safety clasp. 50c and 2 Ideal labels.



3. 6-Pc. BOWL COVER SET. 5 bowl covers and lunch size bag. Dupont Polythene. 25c and 2 Ideal labels.



4. STIRRING SPOON. 10 inch stainless steel. Shaped to fit corners and bottoms of pans. 25c and 2 Ideal labels.



5. 6-Pc. STEAK KNIFE SET. Smartly designed. Serrated edges stay sharp. Beautiful rosewood handles. \$2.00 and 2 Ideal labels.



6. BASTER. Aluminum with bulb. Easily cleaned. 25c and 2 Ideal labels.

MAIL THIS COUPON NOW!

PLEASE PRINT PLAINLY



Ideal Dept. L
549 Washington Blvd., Chicago 6, Ill.

Enclosed is \$_____ and _____ Ideal labels for items checked below:
 #1. Hammer Set #2. Scatter Pin #3. 6-Pc. Bowl Cover Set
 #4. Stirring Spoon #11. Steak Knife Set #5. Baster

Name _____

Address _____

City _____

Zone _____ State _____

Offer expires June 30, 1950, or when supplies are exhausted. Good only in U.S.A.
Void in any state or locality where such transactions are taxed, licensed or prohibited.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Here is a 10-minute visual solution to Maytag's problem. The answer: 79.

RENNIE STAUDT

Wilmington, Del.



STAUDT'S SOLUTION

Sirs:

Having worked late last night, I went to bed at 1 a.m. and set the alarm for 5:45. Awakened by loud ringing, I thought "Lord, what a short night." But it was the telephone; time was 2:20 a.m. and caller was Nicholas Lopes, Lawrence, Kan. lawyer. Lopes said he solved the problem in 15 minutes with help and gave correct answer: 79 bananas. Lopes said he is the proud owner of a Maytag Dutch Oven gas range and wants a Maytag washer when he can afford it. He doesn't know it yet, but when he returns to Lawrence he will find a new Maytag washer in his home as a reward for solving the problem and being the first to notify me....

FRED MAYTAG

Newton, Iowa

• 1,220 readers sent LIFE answers to the banana problem. By use of slide rules, algebraic equations, props and trial-and-error arithmetic, 941 got the correct answer: 79.—ED.

NEW EINSTEIN THEORY

Sirs:

Where can I buy a copy of Einstein's Unified Field Theory (LIFE, Jan. 9)?

ROBERT W. ALLEN

Greenfield, Mass.

• Einstein's Unified Field Theory will appear as an appendix to a new edition of *The Meaning of Relativity*, to be published in February by the Princeton University Press.—ED.

NOISE ANNOYS "NEW YORKER"

Sirs:

The New Yorker magazine deserves the gratitude of the more civilized segment of the human race since it was the only periodical which raised its voice against the ghastly prospect of living out our lives bombarded in waiting rooms, on buses, in trolleys and trains. I am delighted that LIFE ("Noise Annoys 'New Yorker,'" LIFE, Jan. 9) recognized Mr. Ross and his magazine for this accomplishment....

WILLIAM RODGERS

Ossining, N.Y.

Address the Editors
at 9 Rockefeller Plaza
New York 20, N.Y.

Fast help for HEADACHE

Upset Stomach • Jumpy Nerves



When headache hits, do as millions do. Take Bromo-Seltzer right away for fast help. Not only for the pain of headache but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. Caution: Use only as directed.

Proof of popularity: Today more people than ever use Bromo-Seltzer. You must be satisfied or your money back!

Get Bromo-Seltzer at your drug store fountain or counter today. It's a product of the Emerson Drug Co. since 1887.



"I'm a nurse..."



I can't afford CORNS, can you?"

"It's hard to be cheerful around patients when your feet hurt. So the minute a corn appears, I use a BLUE-JAY Corn Plaster!" Nupercaine*, exclusive with BLUE-JAY, soothes surface pain; gentle medication loosens hard "core"—you lift it out in a few days. You can't afford corns either. Get BLUE-JAY today. FREE BOOKLET! "Your feet and Your Health." Write Dept. LFO-1, BLUE-JAY Products, 131 S. Franklin, Chicago 6, Ill.

*Reg. U. S. Pat. Off. Ciba's Brand of DIBUCAIN

BLUE JAY
AMERICA'S
Largest Selling
CORN PLASTER

LIFE

He's in the know
...he's got P.A.*

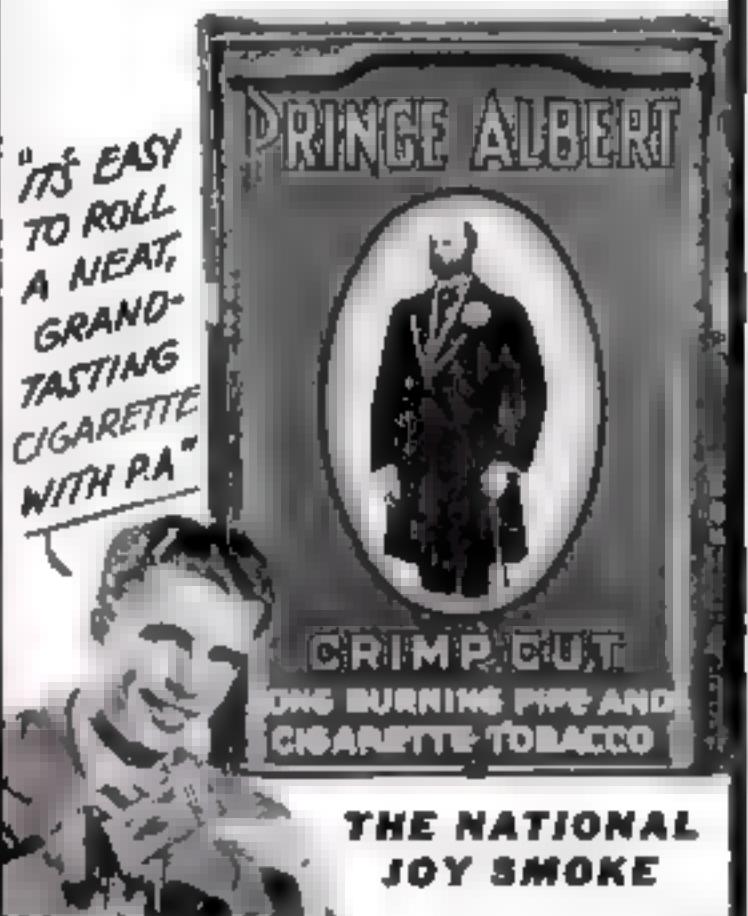


P.A.* means
Pipe Appeal and
Prince Albert

• He's in the know about a lot of things. He knows a woman likes a pipe—and he knows Prince Albert means real smoking comfort.

The rich-tasting, choice tobacco used in Prince Albert is specially treated to insure tongue-easy smoking joy. Try P.A.—America's largest-selling smoking tobacco!

R.J. REYNOLDS TOBACCO CO., Winston-Salem, N.C.



EDITOR-IN-CHIEF . . . Henry R. Luce
PRESIDENT . . . Roy E. Larsen
EDITORIAL DIRECTOR . . . John Shaw Billings

BOARD OF EDITORS
Daniel Longwell . . . CHAIRMAN
Edward K. Thompson . . . MANAGING EDITOR
Wilson Hicks . . . EXECUTIVE EDITOR
John Osborne . . . John Chamberlain . . . EDITORIAL PAGE
Charles Taylor . . . ART DIRECTOR
Fillmore Calhoun, Marland Edey
Emmett Hughes, Sidney L. James
Joseph Kastner, Philip H. Woolton Jr.

STAFF WRITERS
Noel F. Busch Robert Coughlan Ernest
Havemann Oliver Jensen Charles J. V.
Murphy, Winthrop Sargent,

STAFF PHOTOGRAPHERS
Ray Markand (assignments), O. A. Grainger (darkroom); Jack Burns, Cornell Capa, Edward Clark, Ralph Crane, Louisa Dean, David Douglas Duncan, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. H. Farbman, Andreas Feininger, Albert Flein, Herbert Gehr, Fritz Goro, Art Grant, Bernard Hoffman, Yale Joel, Mark Kauffman, Dimitri Kessel, Wallace Kirkland, Nina Leen, Thomas McAvoy, Francis Miller, Ralph Morse, Gordon Parks, John Phillips, Michael Rougier, Walter Sanders, Frank Scherschel, Joe Scherschel, George Silk, George Skadding, W. Eugene Smith, Peter Stackpole, Charles Steiner, William J. Williams.

ASSISTANT EDITORS
Oliver Allen, Herbert Breen, Earl Brown, Robert Campbell, John Doyle, David Dresman, Gene Farber, William P. Gray, William Jay Gold, George Hunt, Richard W. Johnson, Silvay Kirkland, Percy Kosoff, Kenneth MacLush, Tom Prokasy, Claudio Starni, Julia Thorne, Margaret Varga, Robert Wallace, Robert Weinstock, A. B. C. Whipple, Richard L. Williams.

RESEARCH STAFF
Marian A. MacPhail . . . CURR.
Assistants: Jo Sheehan, Irene Saint, Valerie Vonderhaar.

REPORTERS Ruth Adams, Constance Babington Smith, Barbara Badon, Mary Egan, Beth Barber, Rowland Barber, Margaret Bassett, Martha Camacho, Tom Carnahan, Ruth Dennis, Kay Doering, Laura Ecker, Jane Estes, Phyllis Feldkamp, Gertrude Feltz, Jean Ferriss, Human Interest, Nancy Fenet, Doris Gottsinger, Patricia Gilbert, Ralph Graves, Clarissa Haasler, Terry Hartman, Jacqueline Illinois, Jean Holt, Sandy Isom, Edward Kern, Fleeta Lamont, Mary Leatherbee, James Leibenthal, Maren Legere, Jeanne LeMontier, Geraldine Lux, Diana Mayo, Eleanor Purish, Juan Reiter, June Ricker, Dorothy Seberg, George Shiers, Kathleen Shortall, Ursula Smith, Holly Sonnenfeld, Iola Stetson, Margaret Swope, Loudon Wainwright, Jane Wilson, Monica Wyatt, Warren Young.

COPY READERS Helen Deuell (Chief), Bernice Adelson, Hilda Fabon, Dorothy Olson, Rachel Tuckerman.

PICTURE BUREAU
Dorothy Hoover . . . COTES
Anne Faxon (Library), Natalie Kosak,
Jane Bartels, Barbara Brewster, Mary Carr,
Betty Doyle, Margaret Goodsmith, Jeanne
Hurt, Ruth Lester, Maude Mirar, Helen
Rounds, Margaret Sargent.

LAYOUT
Michael Phillips, Bernard Quatt, William
Gallagher, Hilde Adelberger, Mott Greene,
Earl Kersh, Anthony Sodaro, Frank Stock-
man, Dorothy Wixson, Alfred Zingaro.

NEWS SERVICES
DOMESTIC: Robert T. Fenton (Chief), Lawrence Layton (Crosby), Coes Phinney, Jean Snow, Bureau—WENDELL JAMES Shepley, WALTER F. Jones, Robert Parker, Ruth Flanagan, James Pratt, CHICAGO Hugh Moffett, Frank Compion, Charles Chapman, Norman Ross, LOS ANGELES, Rita Goodman, Gene Cook, John Bryson, Robert Cain, Stanley Fleck, Jeanne Stahl, Theodore Straus, ATLANTA, Wilmard Bowland, Ron Raynor, BOSTON, Jeff Wyllie, Don Morris, DALLAS, William Johnson, Milton Orthelius, DENVER, Barron Beshaar, DETROIT, Fred Collins, Robert Drew, SAN FRANCISCO, Martin O'Neill, David Zeitlin; SEATTLE, James L. McConaughy Jr.

FOREIGN: Manfred Gottfried (Chief of Correspondents), Eleanor Welch, G. W. Chur-
chill, Bureau—LONDON: Eric Gibbs, George
Catrani, Frances Levison, Patricia Beck,
Joann McQuiston, Monica Horne; PARIS:
Andre Laguerre, John Jenkins, John Stan-
ton, Barbara O'Connor, Lee Eitingon, Dora
Jane Hamblin, BERLIN: Enno Hobbing, Will
Lang, David Richardson, ROMA: George E.
Jones, John Luter, Roy Rowan; ATHENS:
Mary Barber; BOMBAY: Robert Lubar;
BANGKOK: Elmer Lower; TOKYO: Carl My-
dane; MEXICO CITY: Robert Spiers Ben-
jamin; RIO DE JANEIRO: William W. White;
BUENOS AIRES: Robert Neville.

PUBLISHER
Andrew Heinkel.

ADVERTISING MANAGER
Clay Buckbook

oh-oh, Dry Scalp!



"HE'LL BE ON THE SHELF himself, if he doesn't do something about Dry Scalp! Look at that dry, messy-looking hair. It must be next to impossible to comb. And loose dandruff like powder on his coat! He needs a Short Guide to 'Vaseline' Hair Tonic . . ."

Hair looks better...
scalp feels better...
when you check Dry Scalp



NO WONDER it's a best seller! A few drops of 'Vaseline' Hair Tonic a day check Dry Scalp by supplementing natural scalp oils. Makes a grand difference in the looks of your hair. 'Vaseline' Hair Tonic gives double care to scalp and hair! Try it. Contains no alcohol or other drying ingredients. And you'll find it's economical, too.

Vaseline HAIR TONIC

TRADE MARK ®

TOPS IN ENTERTAINMENT: DR. CHRISTIAN, STARRING JEAN HERSHOLT, ON CBS,
WEDNESDAY NIGHTS. SEE YOUR NEWSPAPER FOR LOCAL BROADCAST TIME.

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Conn'd



SQUATTING IN THE DARKNESS, PICASSO DRAWS A DISTORTED SPATIAL CENTAUR. THE LINES ARE THICK WHERE HE DREW SLOWLY AND THIN WHERE HE WENT FAST

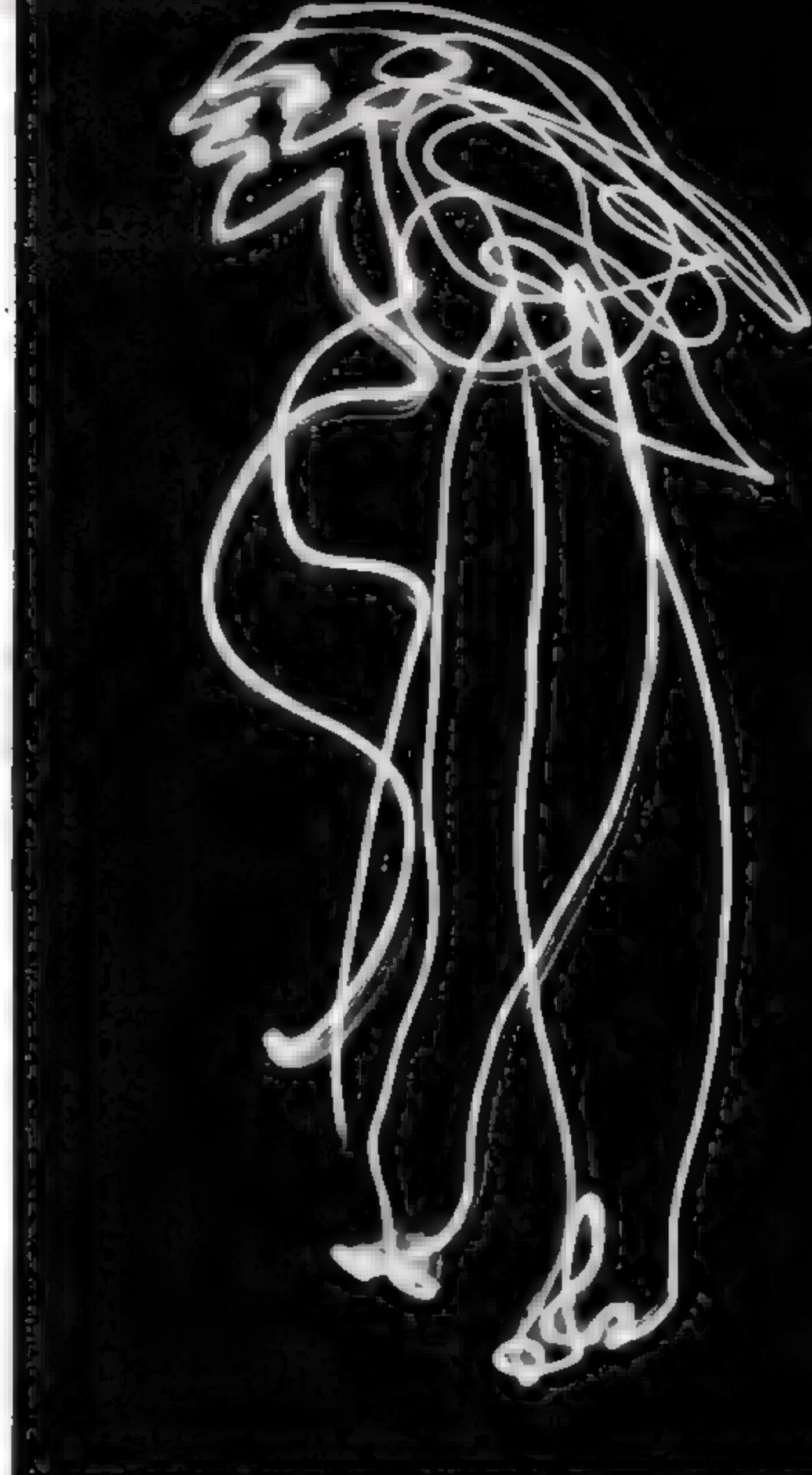


SPEAKING OF PICTURES . . .

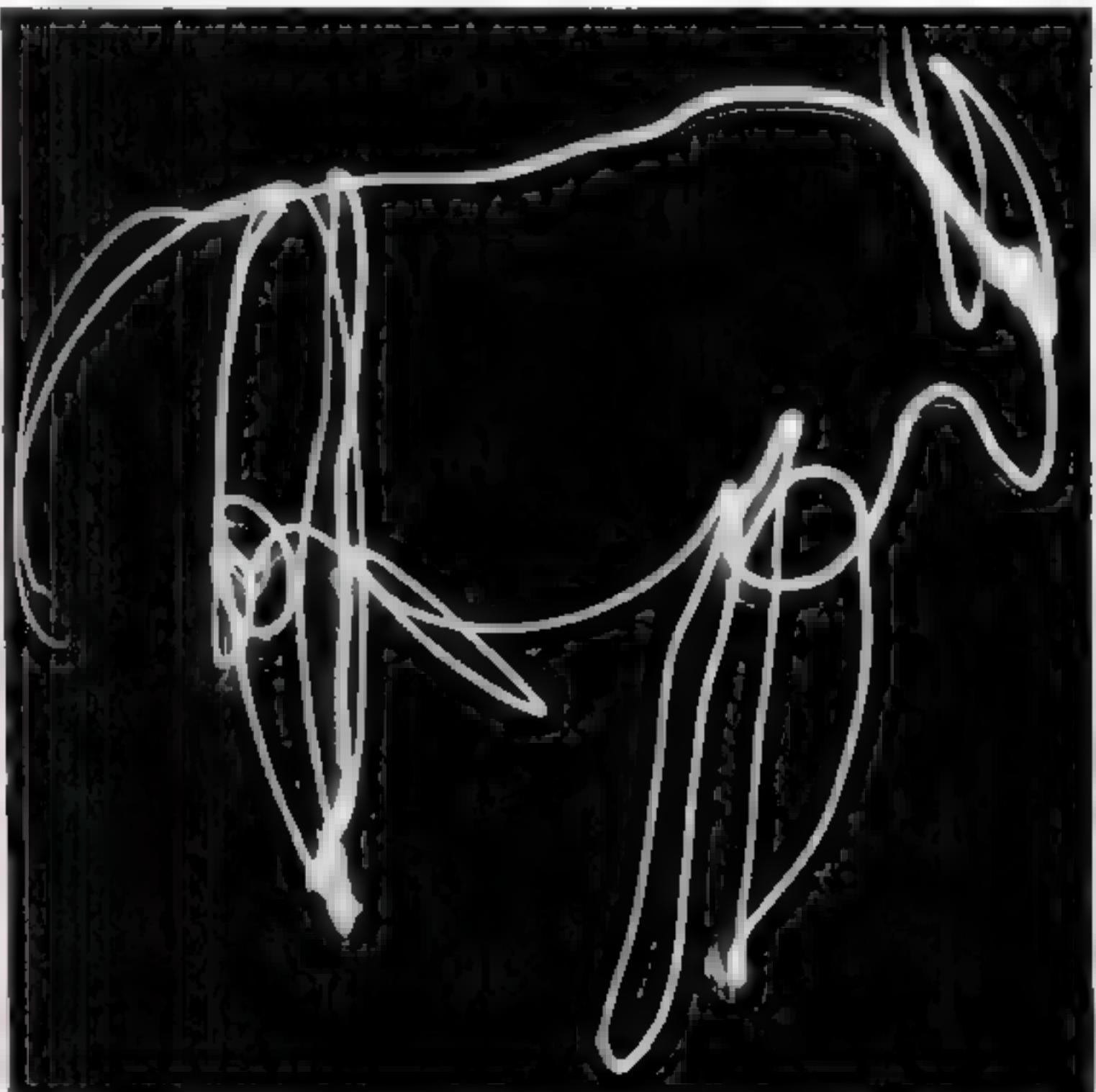
...Picasso tries new art form, drawing in thin air with light

In his 50-odd years as artist, Pablo Picasso, the Spanish modern, has tried virtually everything. Beside painting in many styles, he has done etching and stage designing, made sculpture out of wire, pottery out of clay and collages out of burlap and pieces of old newspaper. The striking photographs on these pages, taken by Gjon Mili, show Picasso's latest and certainly his most spectacular medium—drawing in blacked-out space with a flashlight. The idea was suggested by Mili, who got Picasso interested by showing him photographs of trails of light made by Skater Carol Lynne stunting with flashlights on her toes (*LIFE*, Mar. 26, 1945). Picasso gave Mili 15 minutes to try one experiment. He was so fascinated by the result (*opposite page*) that he posed for five sessions, projecting 30 drawings of centaurs, bulls, Greek profiles and his signature (*above*). Mili took his photographs in a darkened room, using two cameras, one for side view, another for front view (*p. 12*). By leaving the shutters open, he caught the light streaks swirling through space. By setting off a 1/10,000-second strobe light, he caught Picasso's intense, agile figure as it flailed away at the drawings.

This week 40 of Mili's photographs were put on exhibition at the Museum of Modern Art in New York. They dramatized the easy brilliance of Picasso's draftsmanship. They also opened up an unexpected field to explore. The next time the two get together, Picasso intends to pivot and actually draw his figures around himself, thus evolving a form of three-dimensional spatial statuary.



A RAPID FLOW OF LIGHT, ETCHED IN THE BLACK, SUGGESTS AN ANGRY WOMAN



A TYPICAL PICASSO BULL RESEMBLES THE PRIMITIVE DRAWINGS FOUND IN CAVES



CLASSIC HEAD IS IN MANY PICASSO WORKS. DRAWINGS TOOK 5 TO 30 SECONDS

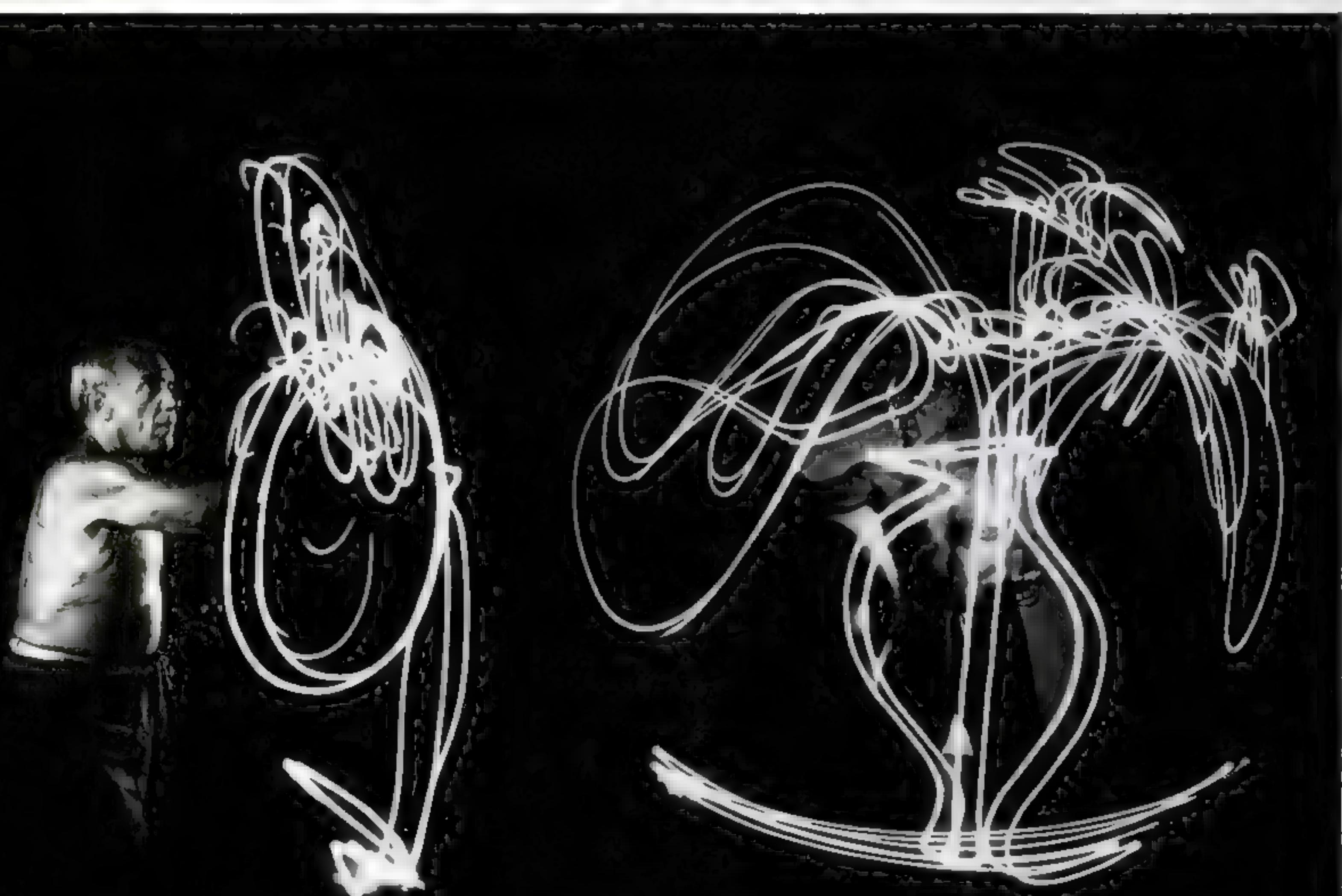
PICASSO CONTINUED



CAMERA RECORDED THREE VIEWS OF PICASSO DRAWING RUNNING MAN

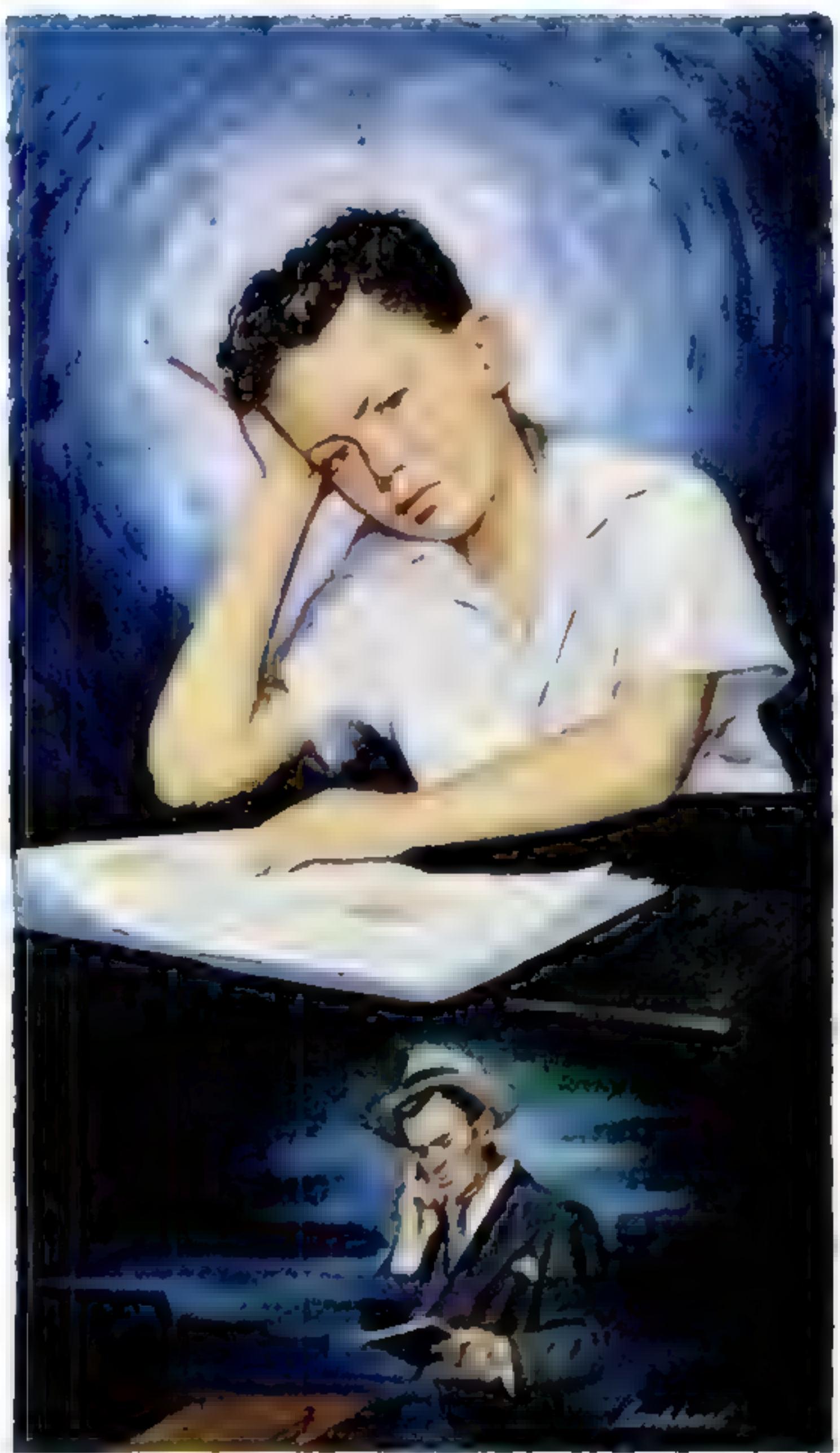


CONCENTRATING ON IMAGE FIXED IN HIS MIND, PICASSO DRAWS AN ABSTRACTION



CAMERAS AT RIGHT ANGLES RECORDED DRAWING OF VASE OF FLOWERS FROM SIDE (LEFT) AND FRONT (RIGHT). FOR THIS, PICASSO HELD TWO LIGHTS IN HAND

Success is a habit...and so is Defeat!



Which habit are you helping your child form?

Do you realize that only 45% of the children in fifth grade ever graduate from high school? That 55% will drop out along the way? That you—and you alone—are responsible for the group your child joins?

Many children drop out because they are discouraged by a succession of classroom defeats. Their parents fail to realize—until too late—that defeat can become a habit early in life. So make no mis-

9 out of 10 families report their children advance more rapidly with

WORLD BOOK Encyclopedia

New 19 volume \$2,000,000 edition, profusely illustrated

World Book Encyclopedia is sold only by authorized representatives. For a position in your community, write Mr. F. L. James, World Book, P. O. Box 5968, Chicago 80, Illinois.

take. Even though your child is doing well now, he needs all your help to form the habit of success.

To provide the right help, thousands of other parents have given their children World Book Encyclopedia. Recently, these parents were asked if it had helped. From 9 out of 10 came the delighted answer—"Yes!" They said their children had earned better grades, were more successful in school.

You'll avoid many bitter regrets in later years, if

you can feel that you did your best to help your child now—when his habits are being formed. So act now—send in the coupon below that will bring you a big 16-page booklet about World Book—and two other FREE gifts!



FREE!

Mr. C. L. Jenkins
World Book
P. O. Box 5968, Chicago 80, Ill.

Please send me, without obligation, World Book's three free gifts for my family's future—(1) the booklet "How to Guide My Child Toward the Right Career," (2) the illustrated Fun Quiz, and (3) the booklet explaining how World Book helps children toward success.

Name _____

Address _____

City _____ Zone or R.F.D. _____ State _____

MAIL THIS COUPON FOR
FREE GIFT

Miss America

The nation's
lovely
Beauty Queen
is Miss
Jacque Mercer



SAVE \$10⁰⁰
on LANE

Valentine Specials
by Buying Now!

For this Sweetheart Holiday,
Lane offers the best value
of the year! Four beautiful
chests — all priced at only

\$47.95

WHILE
THEY
LAST!

Can be bought on EASY TERMS
Chest shown at left in Style No. 2439,
Renaissance American Walnut, with
tray and hinged lid hangs.

Miss America says: "A LANE
Cedar Hope Chest is the real

Love-Gift"

The Ideal Valentine Present

Yes, for all sweethearts, a Lane is the romantic love-gift that says "You're my one-and-only Valentine." Thrill her on February 14 with this beautiful gift that is so wonderfully practical, too! You'll be her Valentine forever! Remember, Lane is the only pressure-tested Aroma-Tight cedar chest in the world. Moth Protection Guarantee, underwritten by one of the world's largest insurance companies, included with every Lane Chest on application. See the Lane Valentine Specials now at furniture and department stores. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ont.

(All prices slightly higher in the West and Canada.)

LANE *Cedar*
HOPE CHEST
THE PRACTICAL LOVE-GIFT

the gift that
starts the home



CHOOSE
your Love-
Gift from
these 4
great
VALENTINE
SPECIALS
\$47.95
EACH

All with $\frac{1}{2}$ -inch
Aromatic Red
Cedar interiors,
and equipped
with tray (as
shown at left).



No. 2438. 18th Century Colonial design in
Honduras Mahogany; hand-rubbed finish.

Other Lane Chests to harmonize with all types of furniture.

No. 2436. Plank-top modern in light Avodire.
Also No. 2437, in American Walnut.



Copyright 1950
The Lane Company, Inc.

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1950 BY TIME INC.

CONTENTS

THE WEEK'S EVENTS

THE VERDICT: HISS DID LIE	17
EDITORIALS: A PENSION PROPOSAL	
THE ULTIMATE BOMB	20
AN AMERICAN ENVOY ROLLS IN SNOW	21
U.S. LEARNS IT CAN MAKE THE H-BOMB	22
THE WINDS OF WINTER CRY	24
MILLION DOLLAR ROBBERY SETS ALL-TIME RECORD	26
UNION AND OPERATORS DEBATE COAL PROBLEM	30

CLOSE-UP

CLÉMENT ATTLEE, by ROBERT COUGHLAN	80
---	----

PHOTOGRAPHIC ESSAYS

THE HAPPY LAND OF JUST ENOUGH	38
TEXT AND PICTURES BY FRANC & JEAN SHOR	
NATURAL CHILDBIRTH	71
PHOTOGRAPHED FOR LIFE BY DAVID LINTON	

BOOKS

FOUR NEW AUTHORS	55
-------------------------	----

THEATER

EDUCATION OF A QUEEN	46
-----------------------------	----

TRANSPORTATION

DOES THE U.S. WANT A SMALL CAR?	63
--	----

ART

FIVE FAMILY PORTRAITS	58
------------------------------	----

FASHION

1950 EYES	63
------------------	----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	2
SPEAKING OF PICTURES: PICASSO TRIES NEW ART FORM	10
MISCELLANY: UPSIDE-DOWN KEEY	52
LIFE AND THE FATHER VALLEY CEMETERY	96

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION

LIFE



LIFE'S COVER

Seven-day-old Karen Barnes and her mother, Mrs. Charles Barnes, should have no difficulty remembering each other's birthday. The baby was born on the 25th birthday of her mother, whose experience with natural childbirth—"childbirth without fear"—is told on pages 71 through 77. Karen is the second youngest LIFE cover girl. Youngest was 176-minute-old Mary Swope, daughter of Photographer John Swope and Actress Dorothy McGuire (LIFE, Mar. 14, 1949). Karen has gained weight at the rate of an ounce a day and is nursed on a demand schedule (i.e., whenever she is hungry) which her mother describes as "more demand than schedule."

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—DAVID LINTON	46
4—LEONARD MCCOMBE	51
5—GIGI MILI	52
17—A.P.	53
18—INT. THOMAS G. MCAVOY—HERBERT GEHR, NEW YORK DAILY MIRROR, BALTIMORE SUN, ACME	54
19—HERBERT GEHR	55
21—HEDE FOTO	56
22—MOUNT WILSON OBSERVATORY—DRAWINGS BY MATT GREENE	57
23—DRAWING BY MATT GREENE—CHICAGO AERIAL SURVEYS	58
24—INT., HEAD SCHAEFFER FOR ROCHESTER DEMOCRAT AND CHRONICLE—A.P., OSHKOSH DAILY NORTHWESTERN	59
25—DRAWING BY JOHN O'HARA COSGRAVÉ II, INT.—A.P. (2), CHICAGO HERALD-AMERICAN FROM INT.—INT., VALE JOEL	60
26—A. Y. OWEN FOR OKLAHOMA PUBLISHING CO.	61
27—PRODUZIONI VULCANIA, ROME	62
28—ROBERT W. KELLEY, MARIE HARSEN	63
29—T. R. ELLIOTT KRUIT, BOT. BY KAPELL-WEINER STUDIO	64
30—FRANC. SHOR EXC. MAP BY ANTHONY SODARO	65
30 THROUGH 44—FRANC. SHOR	66
45—THROUGH 49—RALPH CRANE FROM U.S.	67
50—JOHN PHILLIPS	68
51—COURTESY ROBERT ATTLEE	69
52—LONDON "ILLUSTRATED"	70
53—BROWN BROTHERS	71
54—BY PERMISSION OF DAILY EXPRESS	72
55—EVENING STANDARD WORLD COPYRIGHT	73
56—PICTURE POST LIBRARY FROM PIX	74
57—TRANSATLANTIC	75
58—THROUGH 60—RALPH CRANE FROM U.S.	76

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LY., LEFT; RT., RIGHT; T., TOP. A.P., ASSOCIATED PRESS; B.S., BLACK STAR; G.H., GRAPHIC HOUSE; INT., INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPRODUCTION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.

Oh, what a WONDERFUL SLEEP!



She can thank Phillips' ANTACID ACTION for this!

There's no need to become upset when acid indigestion keeps you awake at night. This condition often accompanies constipation and can be relieved quickly and easily. You simply take Phillips' Milk of Magnesia before retiring. Be-

cause Phillips' is one of the fastest, most effective antacids known to science, it eases away sleep-robbing acid indigestion with amazing speed. Practically before you know it, you're deep in sleep—a sound, peaceful, *wonderful* sleep.

Oh, what a WONDERFUL DAY!



She can thank Phillips' LAXATIVE ACTION for this!

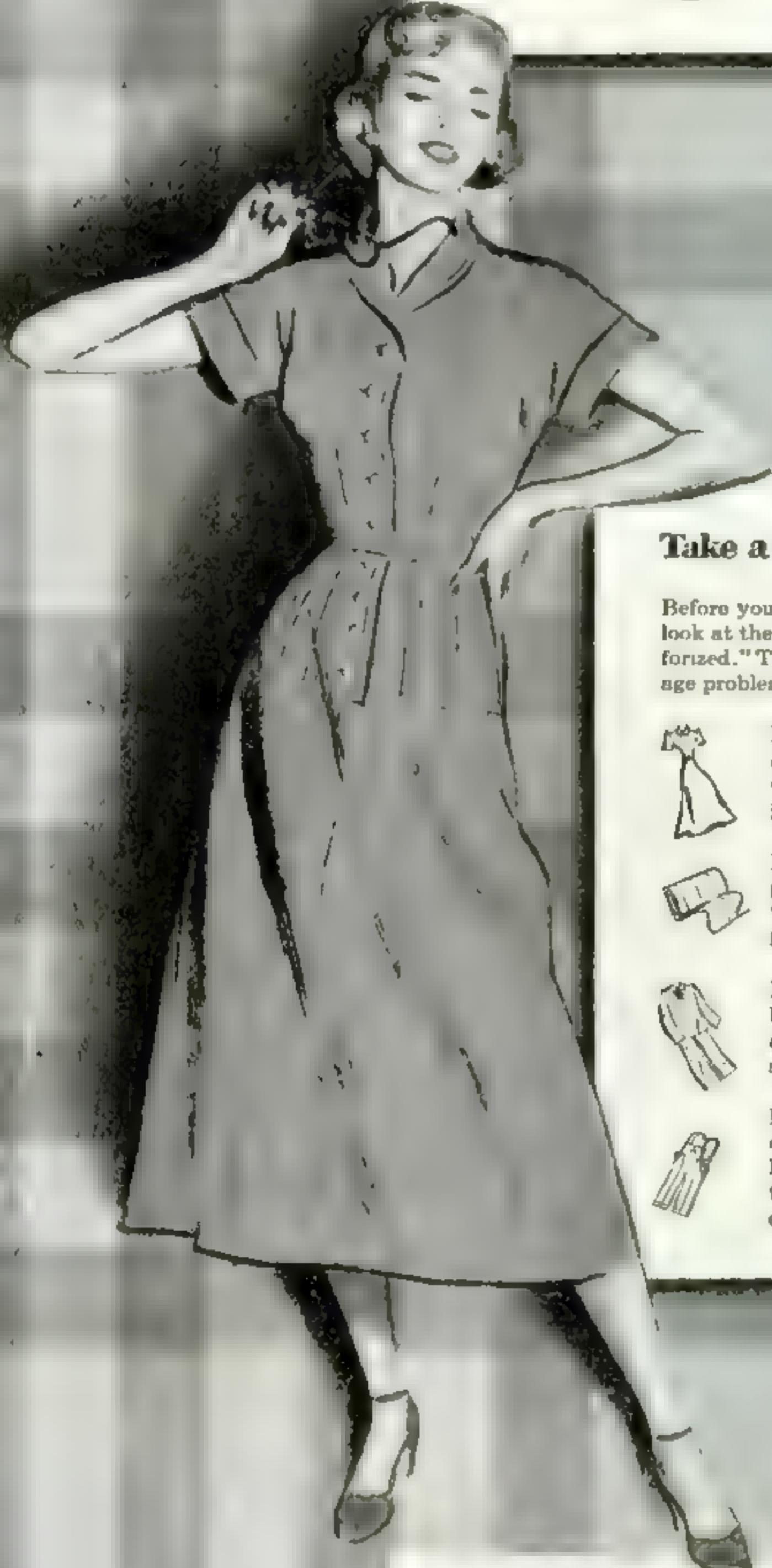
Double-Action Phillips' Milk of Magnesia is more than an excellent *antacid*. It's a marvelous *laxative*, too. Therefore, when morning comes, Phillips' brings you gentle, effective constipation relief... so that you're not only rested after your night of slumber, but start the morning feeling grand—ready for a really *wonderful* day.



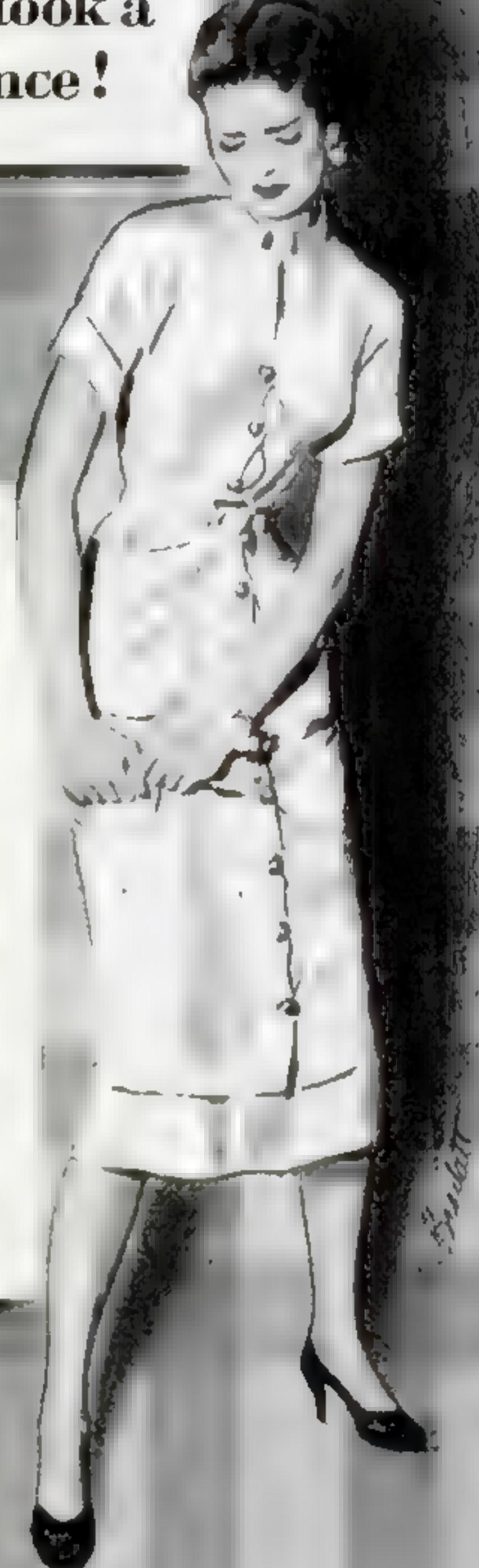
Liquid Phillips' is available in 75¢, 30¢ and 25¢ bottles. Phillips' Tablets in \$1.00, 50¢ and 25¢ sizes.



**Connie took a
close-up!**



**Cora took a
chance!**



Take a close-up every time...

Before you buy any cotton, take a close-up look at the label, and be sure it says "Sanforized." That's the way to avoid the shrinkage problem!



Before you buy a cotton dress, or cotton slip, be sure the style will never shrink away. Be sure it has a "Sanforized" trade-mark.



Before you buy a yard of piece goods, demand to see that word "Sanforized," and save yourself from shrinking troubles.



Before you buy a cozy flannelette, be sure it'll never get TOO cozy and shrunk-up. Does the label say "Sanforized?"



Before you buy your children's clothes, demand a "Sanforized" label. Keep those clothes fitting till they're outgrown by natural causes!

Look for "Sanforized" on the label—

avoid the shrinkage problem!

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1½% by the Government's standard test.

THE VERDICT: HISS DID LIE

After all the arguments that have raged in court-rooms and in bars, in homes and offices, the Whittaker Chambers-Alger Hiss case was settled on Jan. 21 in the only way it could be settled—by official action of a federal jury in New York. Alger Hiss was found guilty on two counts of perjury—he lied when he denied giving secret State Department papers to then-Communist Spy Chambers in 1938, and he lied when he said that he had not seen Chambers after Jan. 1, 1937.

Only one was indicted, but both were on trial. Disaster for Hiss was vindication for Chambers, an admitted former traitor, who said he had gone straight since quitting the Communists in 1938.

The trial set a precedent in American jurisprudence—for the first time in federal court psychiatrists (LIFE, Jan. 23) testified about the mental condition of a witness, Whittaker Chambers. It also contained all the evidence, some of which was not presented in the first Hiss trial which ended last July 8 with no verdict. On one count, Chambers' testimony that Hiss had been a Communist was corroborated by Hede Massing, ex-wife of Communist Big Shot Gerhart Eisler. On the other, Chambers' story of intimacy with the Hisses was supported by his former maid (*next page*).

After the verdict Hiss continued free on bail, awaiting sentence Jan. 25. He faces jail and a fine—but the worst blow had already fallen. His career, based on his once-fine reputation as a loyal public servant and a liberal and seconded by those who thought him an honorable man, had been smashed.



AFTER VERDICT Alger and Priscilla Hiss leave federal court, silent and grim. Hiss had no comment to make.

but his attorney, Claude Cross, quickly announced that "You can be sure that the verdict will be appealed."



WORD OF VERDICT reaches Whittaker Chambers, a former senior editor of TIME, on his farm in Maryland.



THE JURY leaves for lunch on the day of the verdict: 1) Mrs. Ada Condell, foreman; 2) Mrs. Beatrice Marie Luck; 3) Elmer L. Huppert Jr.; 4) Mrs. Mary Elder; 5) George C. Osburn; 6) Mrs. Lena McElroy; 7) Harry Ressler; 8) Mrs. Georgia Brutus; 9) Mrs. Maude Henry; 10) Mrs. Jennie Krack; 11) Mrs. Gossie Bernstein; 12) Willard C. Hillman.



THE JUDGE, Henry Warren Goddard, 73, appointed to the federal bench in 1923, presided quietly and firmly over the 10-day trial. He allowed both sides to get their cases fully into evidence for the jury's decision. This included considerable amateur testimony that Samuel Hamilton Kaufman, judge at the first Hiss trial, refused to admit



DEFENSE was handled by Boston attorney Claude Cross with more dignity than by flashy predecessor Lloyd P. Stryker, but, because of new evidence, with less success.



NEW WITNESS Hede Massing, once wed to Communist Gerhart Fisher, testified she knew Hiss as a fellow Communist in 1935. Her story was barred at first trial.



A SURPRISE WITNESS Mrs. Edith Murray said the Hisses visited Chambers' Baltimore home where she was a maid. Hisses had sworn they were never there.



NEW EVIDENCE In Mrs. Gladys Tally that Washington home was for rent after date Hisses said they rented it was one of telling points added to government case.

PROSECUTOR THOMAS F. MURPHY, HIS LONG BATTLE WON,
RESTS HIS 6-FOOT 4-INCH FRAME NEAR THE TYPEWRITER
THAT HE CLAIMED HISS USED TO COPY STATE DOCUMENTS



A PENSION PROPOSAL

FOR BETTER SCHOOLS

Some remarkably good sense on the subject of education came our way last week. General Omar Bradley, speaking in New York, called upon Americans everywhere to wake up to the fact that the U.S. population is outgrowing the U.S. public school system. "Year by year, community by community," he said, "we are watching one of the great strongholds of democracy be weakened."

On the same occasion President James B. Conant of Harvard reduced the matter to brass tacks; the community, the state, perhaps the federal government have got to spend more money than is now being spent on public schools. Dr. Conant and, at another meeting, President James R. Killian Jr. of M.I.T. attacked the fallacy that the American tradition of equal opportunity means that every last American child should have a four-year college or university education. "We run the hazard," said Dr. Killian, "of turning out a great army of half-baked degree holders and professional men who will be unable to find in our national life the kind of jobs they might expect. . . ." Rather than "downgrade" higher education to a low mass denominator, Drs. Killian and Conant would put more emphasis on two-year junior colleges and vocational schools and save the four-year courses for students who can make the most of them.

This philosophy runs smack into the ideas prevailing in Washington, where the bureaucrats are all set to flood the colleges and universities with hundreds of thousands of students on federal scholarships. The needs of the public schools are so large, the minimum demands upon four-year colleges and universities are so heavy, that all levels of government must narrow their targets and call their shots with care. This is not a time for indiscriminate federal largesse. It is a time for the intelligent concentration of public funds and energies where they will do the most good.

The auto workers' union rejects the Chrysler Corporation's offer of \$100-per-month pensions on a five-year contract. Just at the time when 1950 models are spurring into the U.S. economy, Chrysler is threatened with a strike unless bigger and better pensions and insurance benefits are granted.

Here is insanity. Here, as we have foretold, is an arbitrary and self-defeating approach to the intricate and as yet uncharted problem of industrial pensions. We do not judge the merits of the corporation offer and the union demands. We cannot. Nobody can, and that is our point. The key consideration is that nobody knows enough about industrial pensions and their impact on existing

cost and revenue structures to say with assurance that this or that level is too low, too high or just right. What is needed by all concerned is a knowledge which does not now exist. Therefore a suggestion:

Why not apply to this national problem the techniques and good sense which characterized the President's fact-finding approach to the steel pension dispute last year? Let the President appoint another such board—or boards—to examine the pension realities in major industries. While this inquiry is in progress, let all hands take pause and await the findings. Then go back to the battle, armed with some measure of what will and will not be for the national good.

THE ULTIMATE BOMB

The least frightful fact of contemporary life is that frightfulness is normal. What man has wrought, man learns to bear. With the sure instinct of self-sustainment, 20th Century man refuses to be overwhelmed by himself. He declines to be torn and harassed by questions, however awful, which provide their own manifest answers, however awful. So it is that Americans have received with notable calm the news that their scientists can make a hydrogen bomb ten times, a hundred times, a thousand times more powerful than the uranium bomb which killed and maimed 130,000 people at Hiroshima.

The story of the ultimate bomb is simply told. In theory, as the technical account on pages 22 and 23 explains, there is no limit to the destructive power of a hydrogen bomb. U.S. scientists know how to make it. They have in hand or at their command the tools and the materials with which to make it. They must assume—they do assume—that the Russians also know how to make it, are in a position to make it and will make it.

To make it or not to make it? That is a question, but not as much of a question as one might think. The facts and the arguments, for and against, are being assembled for the President to review. The assumption in Washington is that he will say: make it. This prospect appalls some of the scientists and officials whose researches have made the prospect real. Some beg the President to shelve the whole thing—to refuse to make it. Others, including David Lilienthal, urge one more effort at atomic agreement with Soviet Russia before the hydrogen project is launched.

The idea of refusing to make the H-bomb is suicidal nonsense, a foolish relic of the period when the U.S. thought it had an atomic monopoly. Short of absolute assurance that no one else will develop a hydrogen bomb, the right U.S. decision is to develop it as rapidly as possible. But this should not be the only decision. With all vigor, and without illusion, the U.S. should press again and again for an agreement to internationalize the ownership and use of all atomic resources.

Note well that we say—without illusion. A great deal of illusion besogs this matter. In the record of atomic negotiation to date there is no sign that the Russians will accept effective international control. There is every sign that they will continue to make, keep to themselves, and prepare to use at a chosen time the most powerful atomic weapons they can devise. On the Western side of the fence there is a dangerous tendency to suggest that the U.S. and its allies are alone responsible for the world's state of belligerent suspense; that they alone determine the terms upon which nations arm and live. Such different figures as Prime Minister Nehru of India and Chancellor Robert Hutchins of the University of Chicago contribute to this illusion with their well-meant but mistaken arguments that to arm is useless when "nobody can win." In a world without peace they preach an especially harmful brand of pacifism which, if heeded, could rob the U.S. and its allies of the only viable deterrents to Soviet aggression. Any new approach that rests upon or stimulates this kind of unreality will do worse than fail. It will lessen whatever possibility there may be that the possession of maximum weapons by the West may continue to deter the Soviet aggressors as it has deterred them in the past two years.

A new approach need not rest upon illusion. It can rest upon the facts of power, existing and potential. For a sensible statement of the problem and the prospects we commend the brilliant newspaper columns of the brothers Joseph and Stewart Alsop, who in our opinion deserve a Pulitzer prize for their report and interpretation of the U.S. scene in recent months. We subscribe to the conclusion in their column of Jan. 6:

"A great new effort to find a sure basis for world peace ought certainly to be made. And if this effort is now made and fails, it will be time to stop deceiving ourselves. The President tells us [in his State of the Union Message] that everything is just Jim Dandy. Nothing is Jim Dandy, and nothing will be, until the ghost of future war now haunting the world has somehow been laid."



HIS EXCELLENCY, THE ENVOY EXTRAORDINARY AND MINISTER PLENIPOTENTIARY OF THE UNITED STATES OF AMERICA

This picture of an unclad gentleman of mature years wallowing joyously in the snow arrived in the U.S. last week from Finland, just as the gentleman himself returned from Helsinki to take on a new job. It shows His Excellency Avra M. Warren, Envoy Extraordinary and Minister Plenipoten-

tiary of the United States, performing one of his last diplomatic acts as our representative in Finland. He is belly-flopping on the wintry ground in the final torturous rite of the *sauna*, or Finnish steam bath, which begins with simple suffocation by steam inside a log hut, continues with a brisk

flagellation by birch twigs to revive the victim and ends with the plunge into snow, which is supposed to close the pores after the bath. This picture probably never will be duplicated again: Mr. Warren is becoming Ambassador to Pakistan, his successor in Finland is to be a Bostonian named Cabot.



THE SUN'S ENERGY is generated by the same process of atomic fusion that will supply the power of the hydrogen superbomb. This process produces the intense solar radiation and, indirectly, the violent surface disturbances shown in the photograph above, which were made visible by blotting out the body of the sun with a

metal disk. The hydrogen-to-helium cycle, which releases this immense flow of energy, can be accomplished by the combination of neutrons and protons in half a dozen different ways. However the sequence of events which provides the most power is the direct building up of hydrogen atoms to helium atoms as shown below.

HYDROGEN
(1 PHOTON)

HYDROGEN PLUS NEUTRON
FORMS HEAVY HYDROGEN

HEAVY HYDROGEN PLUS NEUTRON
FORMS TRITIUM

TRITIUM PLUS PROTON
FORMS HELIUM

WHITE BALLS—PROTONS
BLACK BALLS—NEUTRONS

THE HYDROGEN BOMB

Kind of energy that makes life on earth possible can be released by U.S. in most lethal of weapons

A nation still trying to adjust itself to life with the A-bomb faced up last week to the prospects of a superbomb which would make the formidable Hiroshima weapon look like a stick of dynamite. First authoritative sign of this tragic triumph of technology came in a television broadcast by Colorado's Senator Edwin C. Johnson. Then the columnists—notably the Alsops—took up the question and elaborated on it. Last week President Truman's refusal to comment tacitly confirmed the already widespread belief that the U.S. knew how to make the bomb. The remaining and crucial question discussed in the editorial on page 20 was: would the U.S. make it?

The fact that a hydrogen superbomb can now be made means that the processes of solar energy, which have made possible man's life on earth, can now be used to destroy it. The hydrogen bomb, like the sun itself, derives its immense energy from the fusion of light hydrogen atoms into heavier helium atoms. This process is exactly the reverse of the one involved in atomic explosions, which are caused by the fission, or splitting, of heavy atoms. But both fission and fusion have the same ultimate result: in either case a tiny amount of matter is converted into a tremendous amount of energy.

The process of atomic fusion was known in 1928, 11 years before the discovery of atomic fission. It was apparent even then that fusion was the greatest available source of explosive energy. But it was also clear that it could take place only under temperature and pressure equal to those in the interior of the sun itself. With the invention of the A-bomb, it became possible for the first time to create conditions under which fusion could occur. For its explosion generated temperatures even greater than those of the sun.

The most efficient H-bomb might consist of an A-bomb surrounded by hydrogen gas. In the heat of the nuclear blast hydrogen atoms would combine in a number of different ways (opposite page) to form helium atoms. Such a bomb would release eight times as much energy by weight as the uranium bomb. Unlike U-235, which explodes spontaneously when more than a "critical mass" of it is assembled, hydrogen can be assembled in any quantity. In time, a bomb one thousand times more powerful than the one dropped on Hiroshima might be built. But although hydrogen gas would make the most powerful bomb, its complicated fusion process would be difficult to sustain. More practical perhaps is heavy hydrogen, a rare isotope of hydrogen whose atom contains both a proton and a neutron. A heavy hydrogen atom is, in effect, half a helium atom, and the process of fusion is simpler. And while this simpler process produces less energy than the hydrogen gas bomb, there is again no limit to the quantity of heavy hydrogen that can be used.



HYPOTHETICAL H-BOMB consists of A-bomb encased in a larger container filled with hydrogen gas or heavy water, a substance containing heavy hydrogen. A-bomb explodes when two pieces of fissionable material are driven together by rocket. Its blast sets off the fusion process in the surrounding hydrogen to produce the superexplosion.



HYPOTHETICAL DESTRUCTION OF CHICAGO by A-bomb and H-bomb is shown on air view. A-bomb would wipe out an area of one half a square mile (small

circle). H-bomb would obliterate an area of 50 square miles (large circle). Both bombs would cause death and serious damage far beyond the area of primary devastation.



IN SEATTLE, WATER BLOWN ACROSS ROAD FROM PUGET SOUND COATS TREES WITH ICE

THE WINDS OF WINTER CRY

The season's biggest storm steers a blustery course across the country

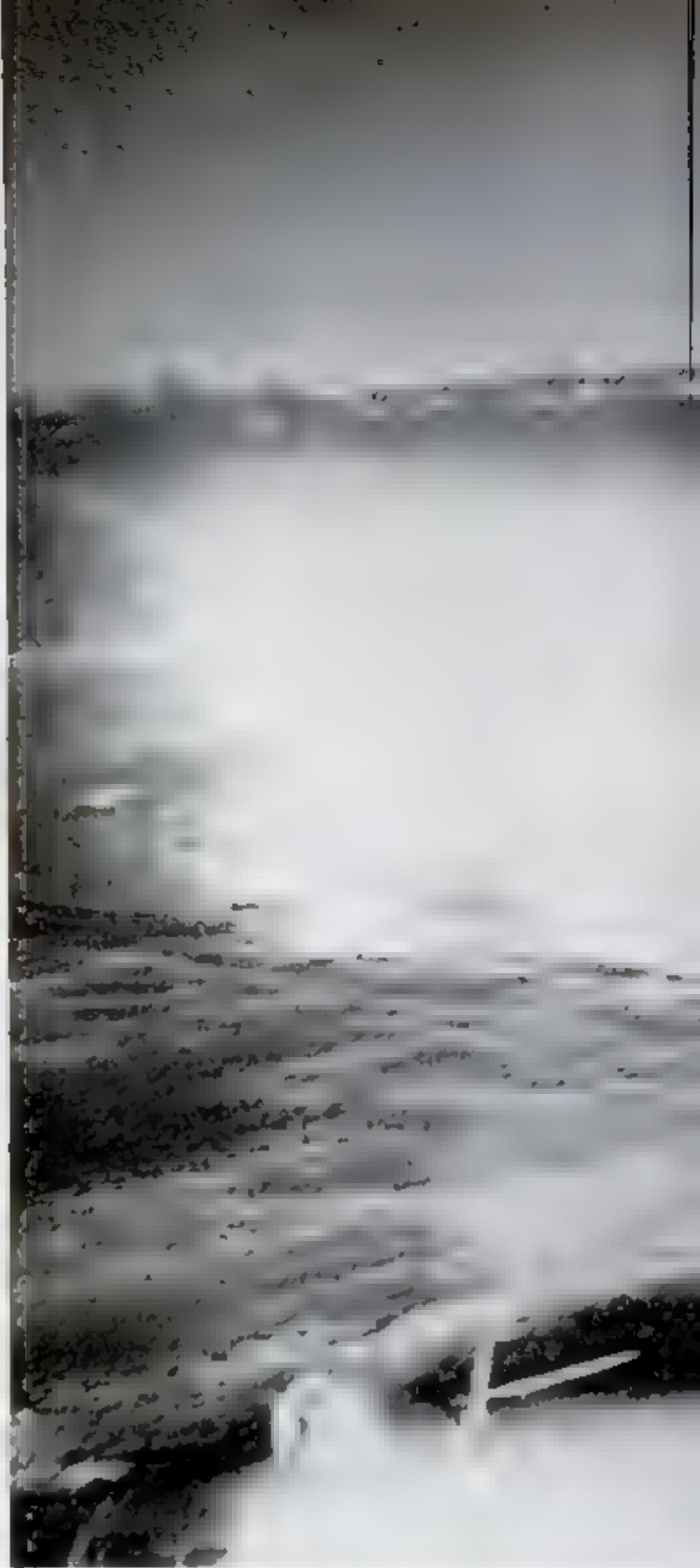
The big blow came roaring out of the North Pacific "weather factory" and smashed across the continent like an avalanche. In the Pacific Northwest (*above*) it unleashed the worst blizzard of the century, and in the Southwest its offshoots thrust waves of bitter cold across the Sierras and into Lah (below). As it huffed its way east, it broke the ice on Lake Winnebago (*lower right*), played nasty tricks on transport (*upper right*) and took 55 lives. It also

made a general nuisance of itself by setting off burglar alarms in Buffalo, blowing a 37-passenger bus off a highway in upstate New York and sailing a 500-pound cast-iron American eagle down the street in Rochester. In the Midwest the rains came, bringing the year's first floods (the worst were yet to come). Then freakish spots of spring sprang up in the big wind's wake. Salt Lake City enjoyed a brief balminess and Denver basked in an unseasonable 69° day.

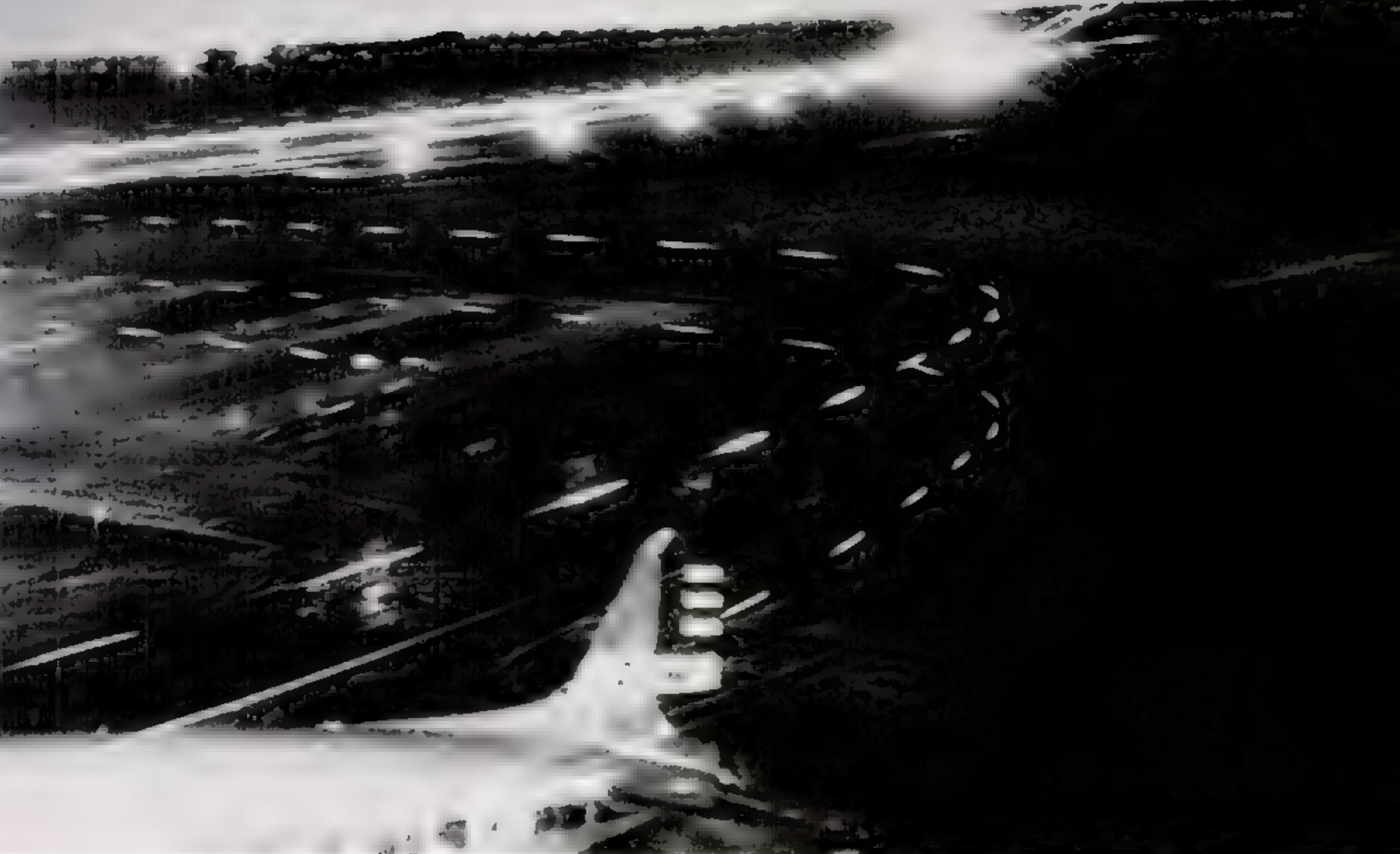


TAIL TO WINDWARD, a horse stands in a lonely field near Salt Lake City, rides out a blizzard which encrusts

him with ice. Howling through the Rocky Mountain area, the storm stalled highway traffic as well as farm animals.



HAZARDOUS GUSTS are recorded by the landing lights of a DC-3 coming in for a landing at Rochester, N.Y. airport. Jagged downward streak of light at right of time exposure shows how airliner was hit.

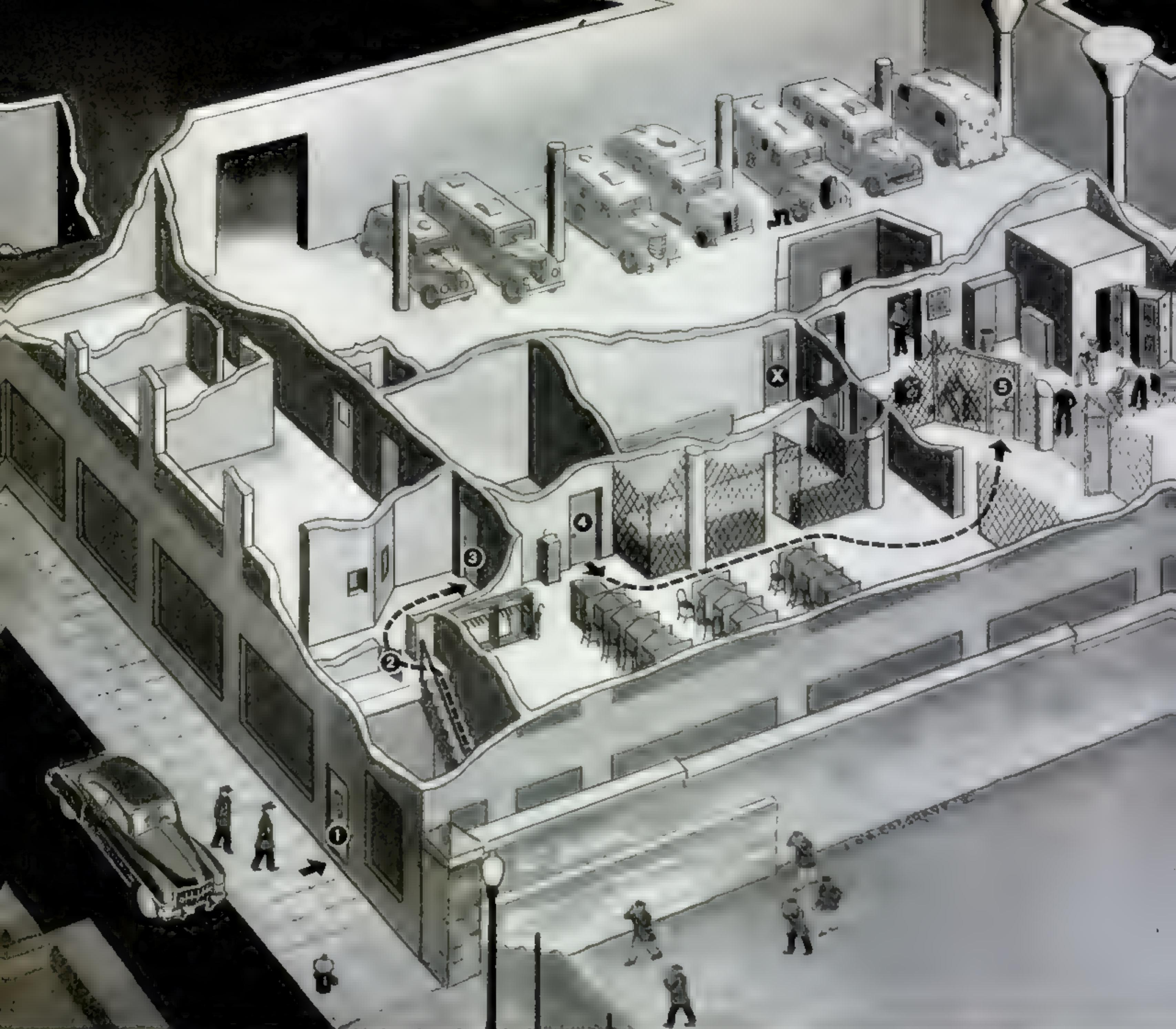


Set before it landed and taxied (broken lines are blinking wing tip lights) to terminal, where it finally reached safety (lower left). All one day the wind blew 60 to 70 mph across Rochester, and the airport recorded a 95-mile gust.

WIND-PILED ICE clutters shore of Lake Winnebago, near Oshkosh, Wis., where a treacherous winter gap opened when the wind shifted and stranded more than 1,000 fishermen and 250 automobiles on a huge

floe. In a miniature Dunkirk operation, volunteers in an armada of small boats plied across the open water to rescue the fishermen and their families. Later the cars were saved by driving them around the 25-mile gap in the ice





ROUTE OF ROBBERS through Brink's started at unlocked door No. 1 (left), after they had paused on Prince

Street or in playground to put on Halloween masks. Door No. 2 was also unlocked and guard post opposite it was

empty. Doors No. 3 and 4 were locked, but robbers had key. Door No. 5 was forced at gun point. Turret, project-



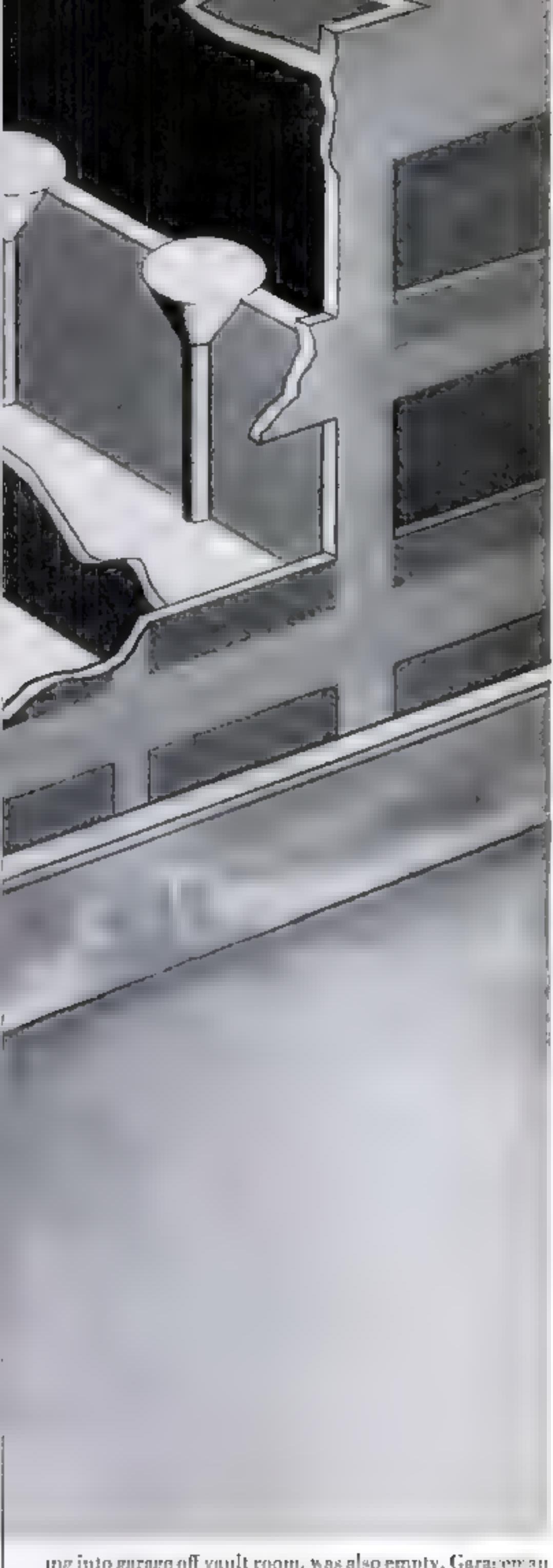
IN VAULT ROOM police question Charles Grell (center), Herman Pfaff (right) and Thomas Lloyd (center, rear), who were present during robbery. Lloyd, a cashier, was in charge of vault. Robbers apparently knew this because they asked their questions of him. Bags of money robbers left can be seen in open safe.



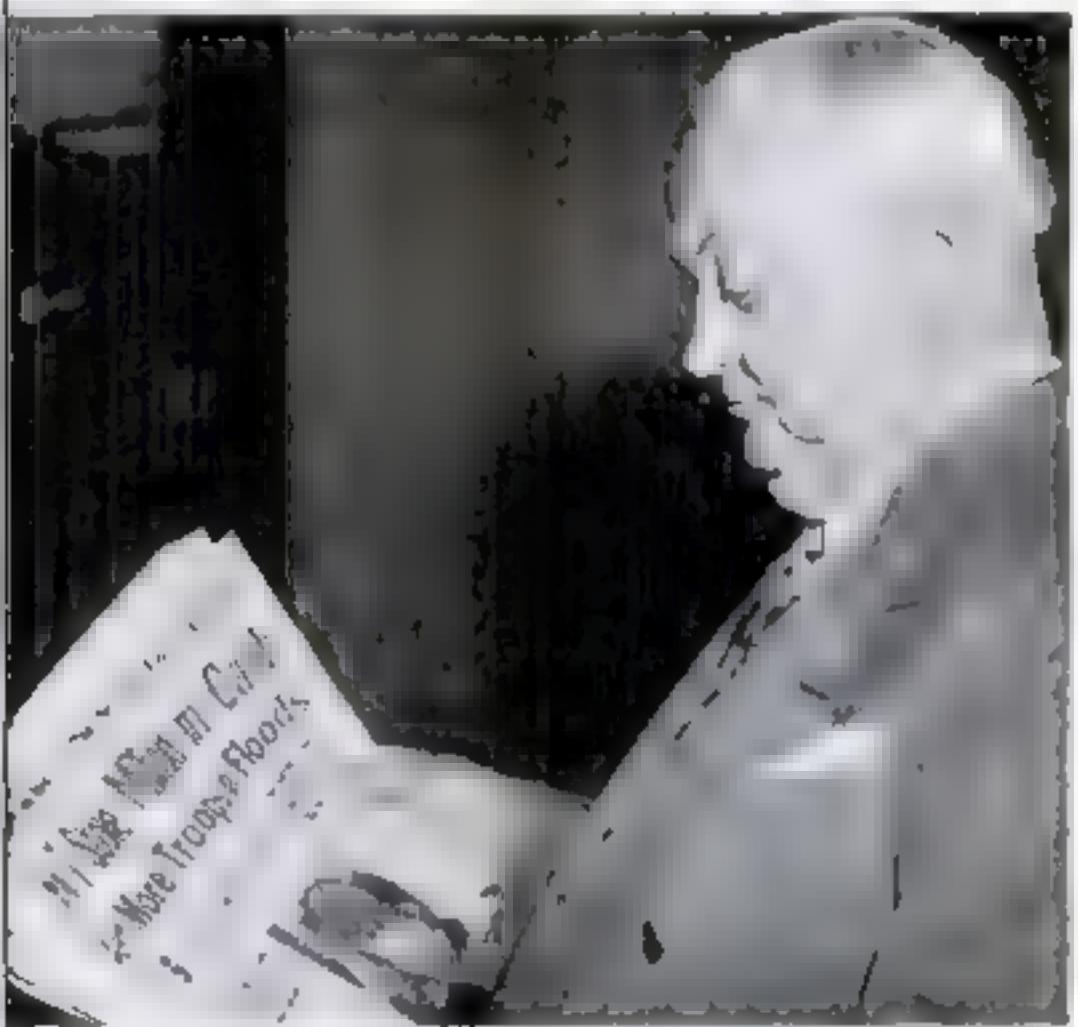
ALSO TIED UP were Dispatcher James Allen (left) and Guard Sherman Smith. Like the three others they were so quickly overpowered by the well-organized gunmen that they had no chance to reach for their own weapons or press alarm button.



GARAGEMAN William Manner (center) scared the robbers by pushing buzzer, later had nervous breakdown thinking of his peril.



ing into garage off vault room, was also empty. Garageman who scared robbers pressed buzzer on outside door X



BRINK'S PRESIDENT John Allen, whose nationwide business handles more than \$750 billion a year, offered \$100,000 reward for robbers' capture. He announced more reward money would be paid for the men dead than alive.



ESCAPE ROUTES open to robbers leaving Brink's (arrow) were numerous. Bridges lead from South Boston to Charlestown (top). Robbers could also have slipped out Boston Harbor by boat.

THE MILLION-DOLLAR ROBBERY

Gang of gunmen makes an all-time record haul from Brink's Boston branch

On the night of Jan. 17 in Boston, with little more trouble than John Dillinger would have had sticking up a kiddies' lemonade stand, an armed gang pulled off the biggest cash robbery in U.S. history. They got \$1.5 million, about \$500,000 of which was in checks and the rest in bills, from Brink's Inc., the armored-car service whose name was virtually synonymous with impenetrable safety.

At 7:10 p.m. five Brink's employees were in the vault room (*diagram at left*), checking the consignments of money that had been trucked in from business houses and banks. No guards were on watch. Suddenly they looked up and saw six or seven gunmen—the exact number was uncertain—wearing pea jackets and outlandish masks, standing at the steel-mesh door of the vault room. At a command a Brink's man opened the door. The gunmen entered, tied up the men and began to stuff the cash into big sacks. Fifteen minutes later, frightened when an unsuspecting Brink's garageman rang a buzzer to signal that he wanted to come in (he got no answer and

went away), the robbers departed, leaving another million dollars behind. By 7:27 one of the Brink's men untied himself and gave the alarm.

Brink's loss in cash was repaid by the Commercial Union Assurance Co., Ltd., but the loss in prestige—Boston police denounced Brink's for shockingly poor security—could not quickly be made up. Police and the FBI, which was called in because the robbers had taken federal funds, including \$98,000 in bills whose serial numbers were known, had few solid clues. They guessed it was an "inside" job—someone familiar with Brink's routine must have had a hand in it. They had a chauffeur's cap left by one of the robbers, an idea that the getaway car was a big sedan, a fake confession from a drunk, a sinister bit of conversation overheard on a train by a red-headed lady author from Brooklyn and a handful of empty bank money-bags picked up in Massachusetts, Rhode Island and Georgia. But Brink's and the insurance company hoped that offered rewards of \$150,000 might produce something more useful.



ROBBERS' COSTUME, here donned as demonstration, included chauffeur's cap, Navy blue pea jacket and black gloves. Brink's employees could only describe men as "of medium height."



POLICE ROADBLOCK, set up at night south of Boston, halts cars in search for the get away sedan. A garageman in New York later thought he saw it, and police searched for it in the Bronx but failed to find it. It has also been reported in Connecticut and Maine.



WHILE FLAMING NATURAL GAS SCORCHES OKLAHOMA'S SKY, OIL-FIELD FIRE FIGHTERS WORK BEHIND METAL SHIELDS (RIGHT) GETTING READY TO BLAST WELL AND FIRE



BLASTERS PREPARE TO PUSH NITRO IN ON LONG BOOM



BLAST TEMPORARILY HALTS FIRE AND RAISES STEAM



AFTER FIRE DIES, WELL CASING STANDS IN WATER

INFERNAL IN OKLAHOMA

The fire at the new Shell oil well near Elk City, Okla., had been started apparently by a friction spark from the drillers' rig after the drill hit natural gas at 9,687 feet. At night its flames could be seen for 50 miles. After it had burned fiercely for a day Fire-fighting Specialist Myron M. Kinley flew in from a California vacation and went to work. Pitting trained men against inferno heat, Kinley shoved a 60-foot boom to the edge of the blaze, with it pushed in 200 pounds of nitroglycerin and detonated the explosive electrically. That blew the fire out, but four minutes later it blazed up again. While Kinley was preparing another blast, sand in the well began choking the fire, which finally died a few hours later.



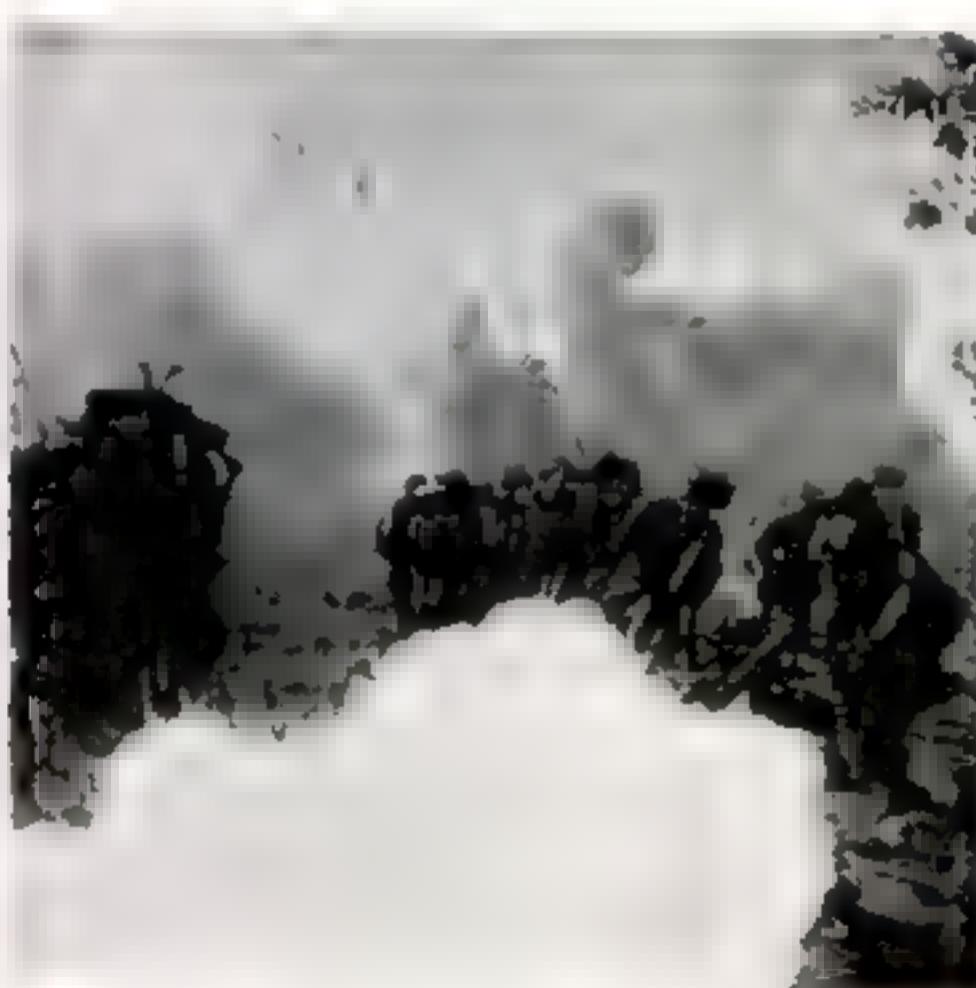
MO IN THE MUD

The U.S. Navy never had felt so seasick. Its only active battlewagon, the U.S.S. *Missouri*, Harry Truman's favorite ship, the renowned "Mighty Mo," had moved majestically down calm Chesapeake Bay, bound on a training cruise under a brand new skipper, Captain William D. Brown. Then, for no immediately clear reason,

the captain took the Mo 800 yards outside the safe, deep main channel. There the big Mo grunted to a stop, stuck fast in mud. The Army rushed a dredge to suck away the mud, and a fleet of tugs (*above*) strained valiantly to back her out, while airmen cruelly offered to tie bomber engines to her turrets and fly her out. But Mighty Mo just sat, and the Navy prayed for a higher tide on Feb. 2.



ACTORS IN FOREGROUND DROP AS "TROOPS" CHARGE



EXPLOSION HIDES EXTRAS IMPERSONATING SOLDIERS



ORSINI (ARROW) WRITHES, VICTIM OF LIVE BOMB

DEATH ON THE MOVIE LOT

The postwar boom in Italy's movie industry is based on its products' unglazed realism. On Pro Luzione Vulcana's studio lot near Rome early this month, during the filming of *Caralcata d'Eroi* ("Heroes' Cavalcade"), a handsome extra named Domenico Orsini, 26, hopefully tackled his first movie

job. As a soldier in a battle scene depicting Garibaldi's march on Rome in the 1860s, he was ordered to charge, then drop and lie still as if shot. He charged and then, as he dropped, an explosion rocked the ground around him. Four men were hurt and Orsini died on the way to a hospital. He had fallen on a live bomb. The police set out to determine how realism had been carried so tragically far.

THE COAL INDUSTRY'S REAL PROBLEMS

They are too much coal and too many miners. Here "Life" reports viewpoints of the union and operators



GEORGE H. LOVE, SPOKESMAN FOR COAL OPERATORS

Last week, with the U.S. down to a 14 days' coal supply and the miners still on a three-day week, the NLRB sought an injunction to force John L. Lewis to restore the five-day week in the mines. Already 85,000 miners, demanding five-day contracts or nothing, had ignored a Lewis "suggestion" to continue work and walked out. The miners were as confused and resentful as the public. Behind the six months' dispute lay the worsening competitive position of the industry and the operators' desire to fight for lost markets. Last week LIFE set down a series of pertinent questions on the situation and put them to the industry and the union. George Love, president of Pittsburgh Consolidation Coal Co., answered for the industry. For the miners John L. Lewis was already on record with replies to some, and his lieutenant, U.M.W. Vice President Tom Kennedy answered the rest.



KENNEDY AND LEWIS, SPOKESMEN FOR THE UNION

What action should the government take in the coal dispute?

LOVE: The only immediate solution lies in congressional action to limit the power of this monopolistic union. . . . If . . . the dispute [then] remains, the public must determine whether the union theory of scarcity . . . is better for the nation than the theory of plenty and lower costs. . . . This would involve a thorough investigation of the coal industry by a competent board.

LEWIS: The world is full of people who know just exactly what a coal miner should accept and why he shouldn't complain. . . . We deplore the government moving into private industry and collective bargaining. . . . We don't want the government to indicate that it will use the infamous Taft-Hartley Act to bludgeon our people like galley slaves back into the mines.

What do the union and the coal operators think of each other's policies?

LOVE: The entire program of the union . . . revolved around lulling the public into a false sense of complacency as stocks of coal were reduced through three-day weeks, two-day weeks, no-day weeks, selective strikes, thus creating a shortage and finally a crisis.

LEWIS: We have said to the operators . . . : We think that the consistent policy that you have followed by a number of years of forever saying "No" to every constructive suggestion . . . is bad policy. . . . If it is true that we cannot deal forever with these fattened magnates of the coal industry, then . . . perhaps they should be separated from a position of influence.

What about the disputed clause which specifies that the miners shall work only when "willing and able"?

LOVE: The union, with its theory of scarcity, must no longer be able by illegal use of a "willing and able" clause to limit production to so many days per week by ordering this mine to close and that one to run. The market must determine which mines will work and how much, not the union.

KENNEDY: We consider retention of the "willing and able" clause in a new contract essential for two reasons. One is as a protection against the Taft-Hartley Act. The other is to make it possible to equalize work within the industry and spread it out among all the miners.

If full five-day-a-week coal production were resumed, would there be a surplus?

LOVE: Yes. Because there is so much coal the proper balance between supply and demand may never be struck. But the cheaper coal is produced, the cheaper it is sold on the market, the more will be used.

KENNEDY: Yes. After the war the U.S. coal market was estimated at 575 million tons annually. In 1947 alone, coal production was a record 631 million tons.

Does that mean there are too many coal miners in the U.S.?

LOVE: There are too many pick and shovel miners but not enough skilled workers for mechanized mines. We need to get away from the old type mine, put in more and better machinery, get more talented men, put mining on an assembly-line basis. The operators agree that we need higher wages to attract the type of miner needed to mine coal in a modern way.

KENNEDY: Yes, but the number of miners is decreasing anyway. Today 350,000 soft-coal miners can produce more than 700,000 did in 1923. Mining coal is a disagreeable occupation at best. Out of 150,000 miners who fought in the war, I doubt if more than half went back to dig coal. We also have to face the brutal facts of industrial attrition. Three to five miners are killed every full working week and 1,200 to 1,400 men injured.

How does coal fit into the competitive fuel picture of the future?

LOVE: The coal operators believe that with stability and proper cost control this coal industry can grow and prosper as it stops losing markets and even regains some already lost. . . . The percentage of this energy (required by U.S. homes and industries) supplied by coal has been decreasing during the last three decades, but this trend can be reversed.

KENNEDY: Men will be mining coal long after the last drop of oil has been squeezed out of the earth. At the present time gas and oil, due to their convenience, have found their way into the coal-consuming market. But gas and oil are practically laborless. Coal will come into its own again when the supply of gas and oil begins to give out, and when the nation realizes the necessity of conservation.

What should determine the degree of miners' employment?

LOVE: The cost of coal is going to determine how many miners will be employed. It is a question of revitalizing an industry that hasn't been able to plan. If the industry prospers, with union and management cooperation, there will never be any surplus of miners.

LEWIS: When evil days come upon this industry, you will find the United Mine Workers of America moving in, and if there are only three days' work in this industry we will all have three days' work. . . . If we are going to starve . . . we will just all starve together.

FOR FRESH-TOMATO FLAVOR, MILLIONS SAY:

NO TOMATO JUICE LIKE CAMPBELL'S!

THE REASON IS SIMPLE—



1 World's Finest Tomatoes
—Carefully selected from the world's finest crops. And Campbell's Tomato juice is produced only when the crop is at its peak of red-ripeness, the tomato flavor at its best.



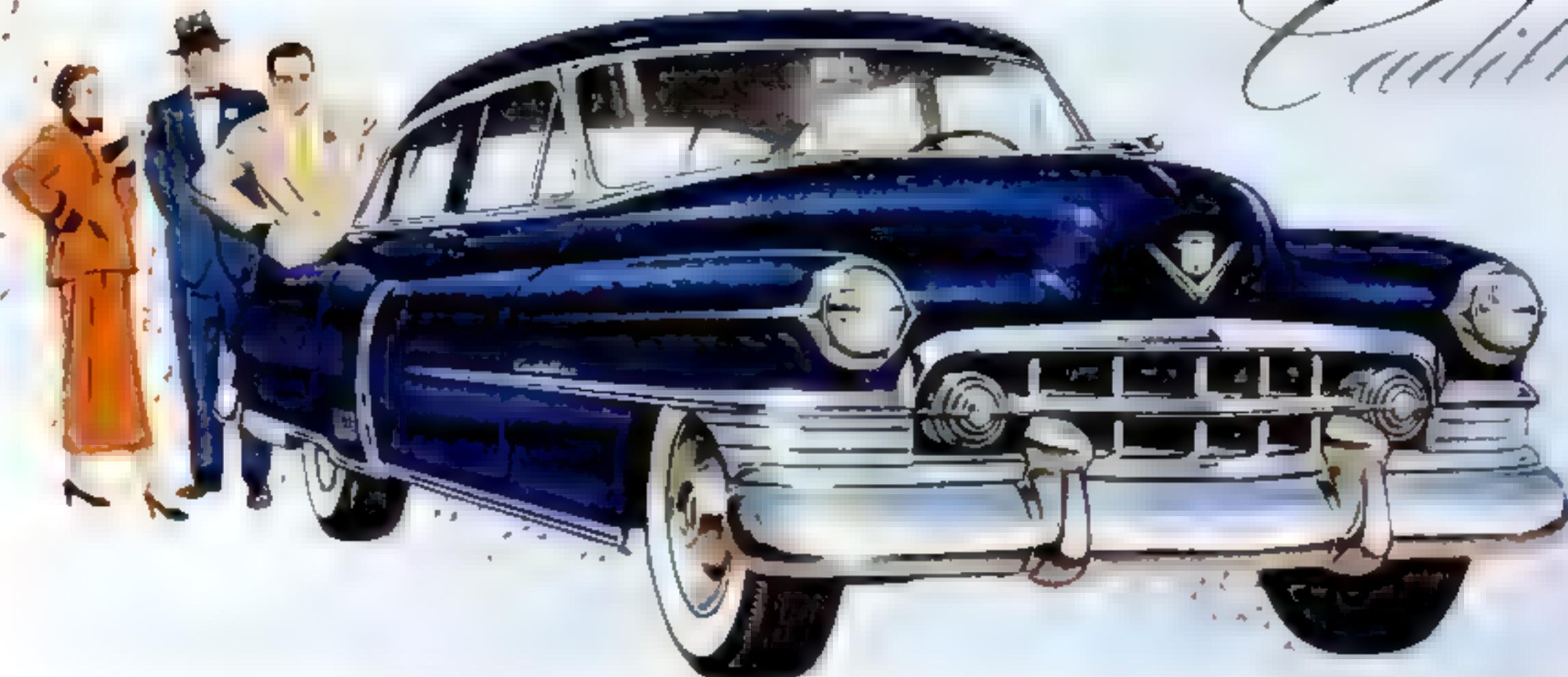
+2 Campbell's Special Process
A scientific process safeguards the fresh-tomato vitamins and retains the fresh-tomato flavor. Nature made it a grand drink, Campbell's keep it that way for you to enjoy.

=3 Campbell's Fresh-Tomato Flavor
This is the luscious lively taste you want. For right-on-the-vine flavor insist on Campbell's Taste why millions say, "No tomato juice like Campbell's!"

Fresh-Tomato Flavor
—that's why folks choose Campbell's!

Campbell's
TOMATO JUICE

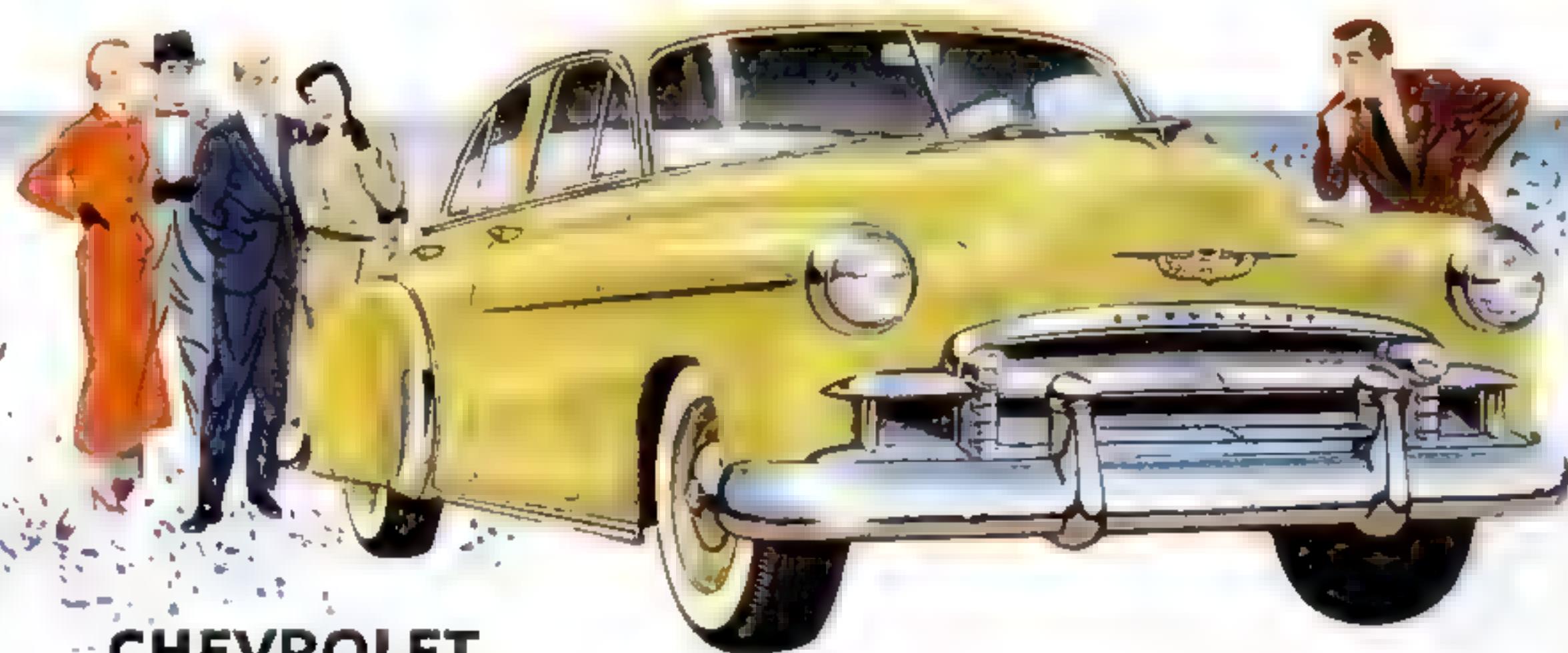
Cadillac



GENERAL MOTORS

Presents

The Key Values
for 1950



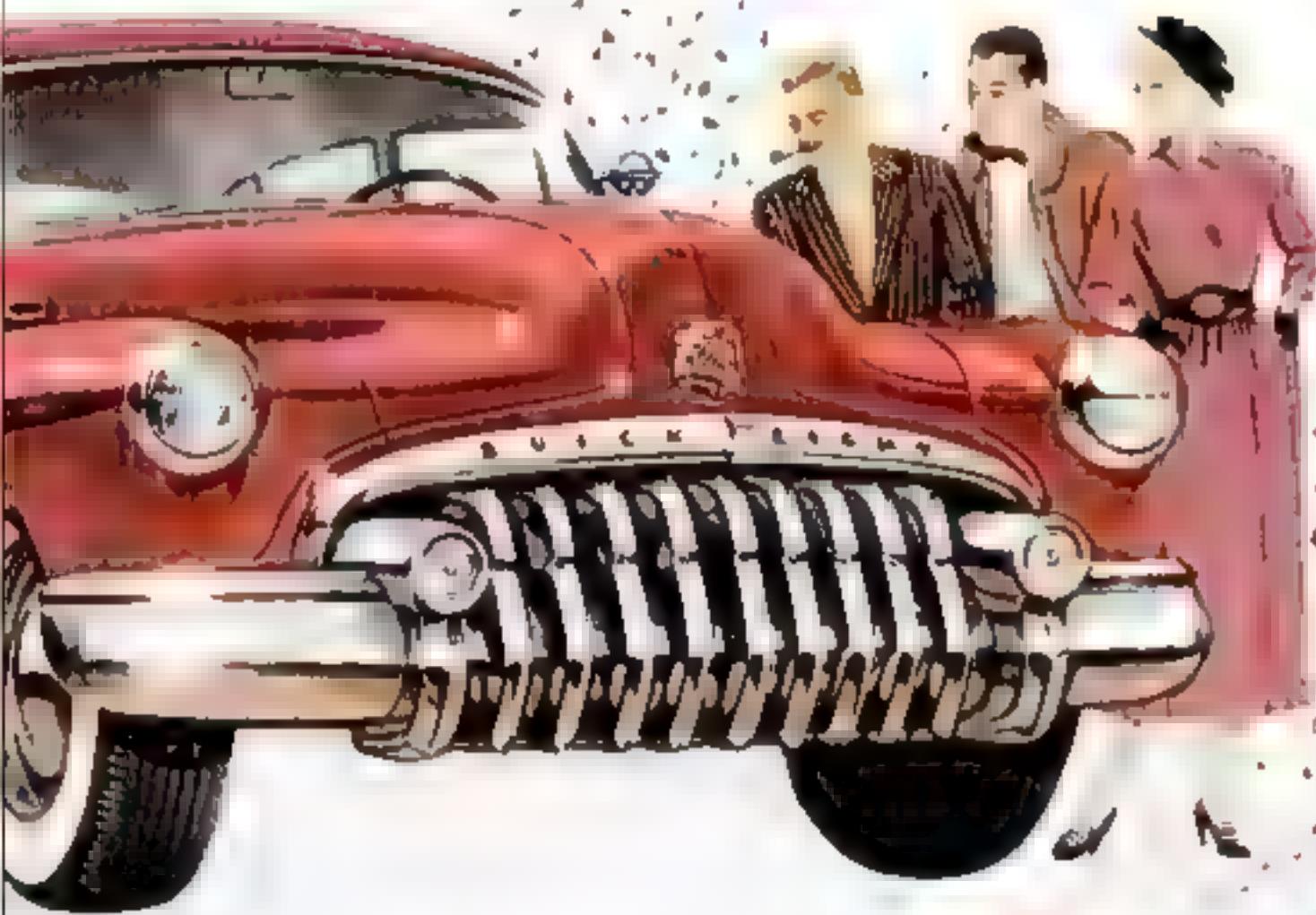
CHEVROLET



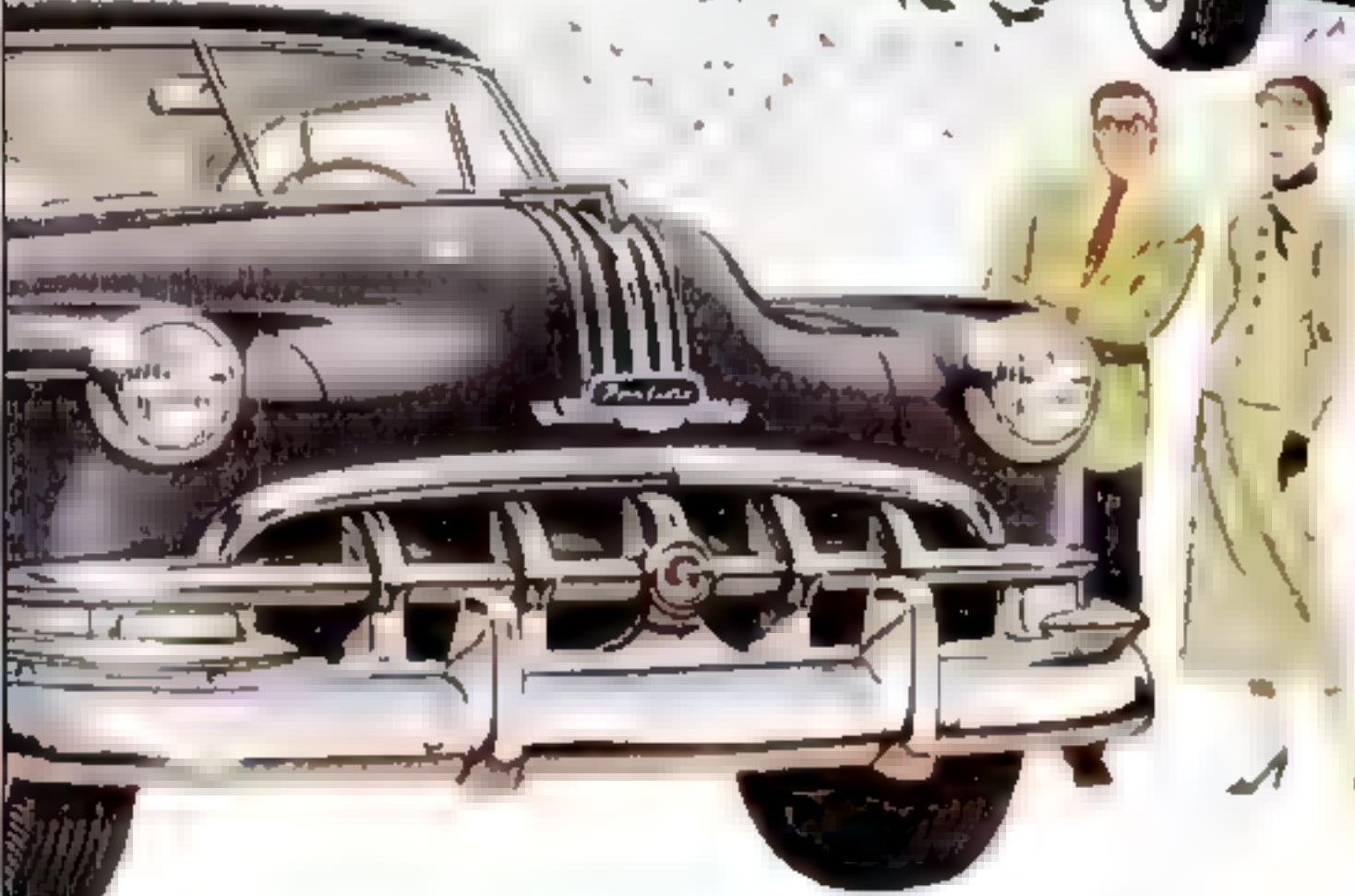
THE KEY TO A GENERAL MOTORS
CAR
*Your key to
Greater Value*

CHEVROLET

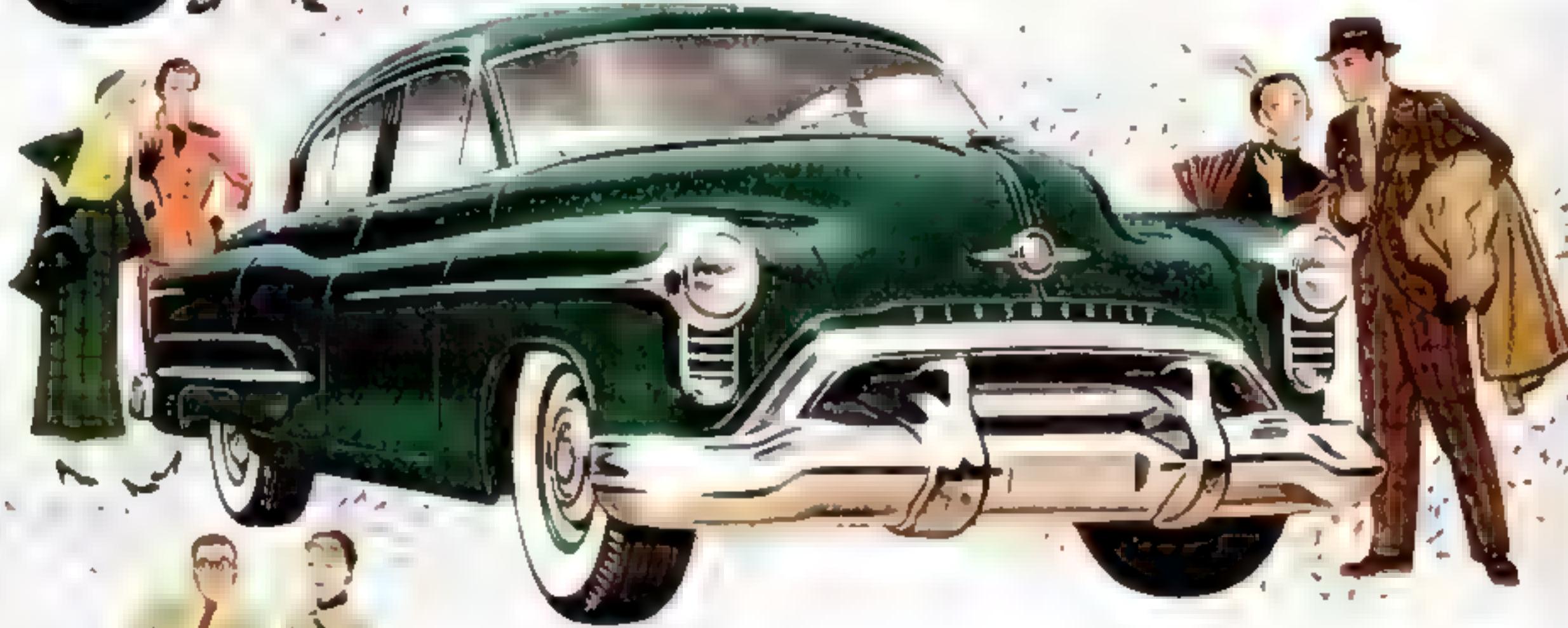
Buick



PONTIAC



OLDSMOBILE



Here you see the five cars General Motors offers for 1950.

Each is the product of all the effort and skill of the division whose name it bears.

But each is bettered by something more.

For on top of the individual skills and facilities of each car division, these cars have benefited by the research discov-

eries—the engineering advances—the production economies which grow out of General Motors' ingenuity.

So we are honestly proud to present the new Chevrolets, Pontiacs, Oldsmobiles, Buicks and Cadillacs as the key values for 1950.

Look them over at your local dealer's, try them out, and we believe you'll agree.

"MORE AND BETTER THINGS FOR MORE PEOPLE"

GENERAL MOTORS

PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • GMC TRUCK & COACH

See HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.

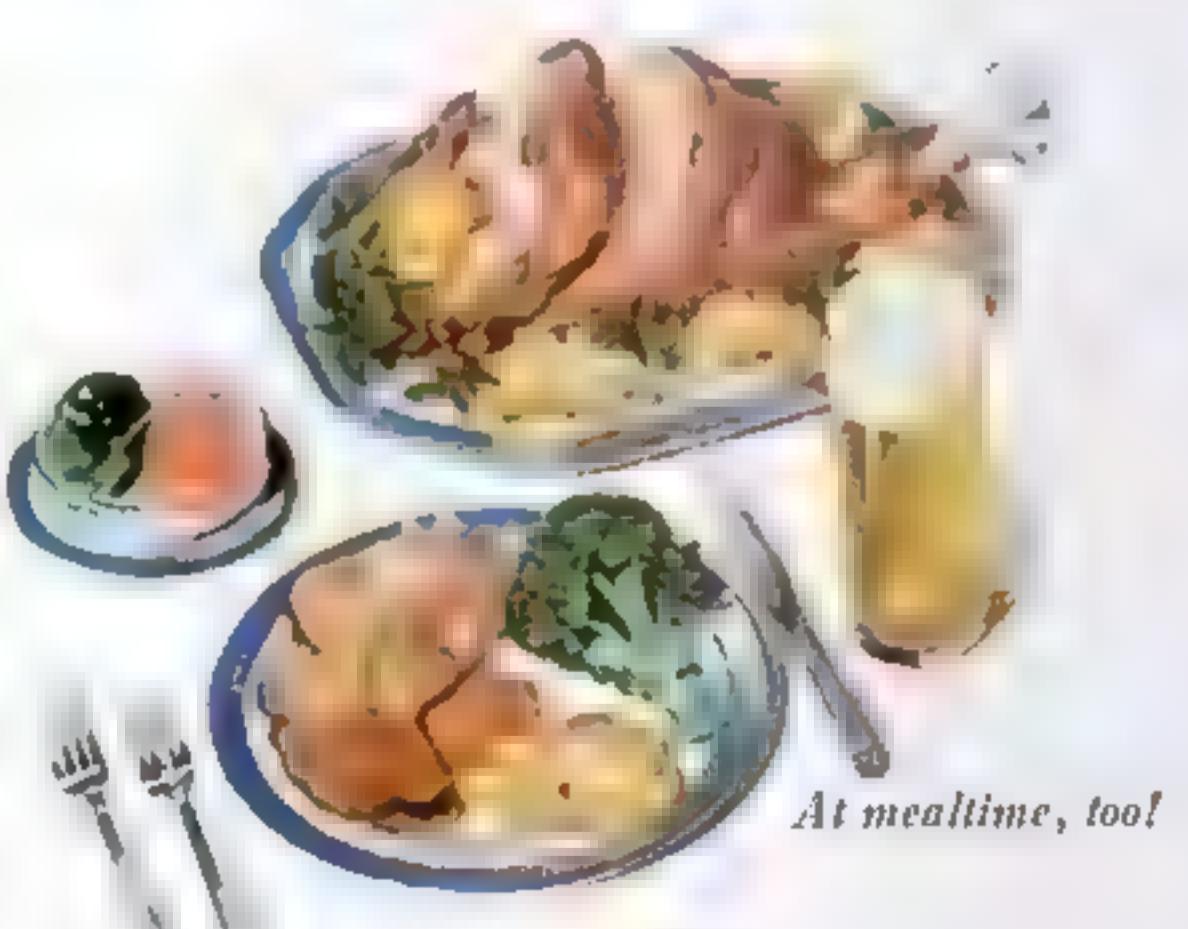


"*My New Hobby*," by Douglass Crockwell. Number 38 in the series "Life in America."

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION



FOUR NEW WRITERS

UNKNOWN NAMES FILL THE PUBLISHERS' LISTS

For the first time in several years book publishers' lists are crowded with the titles of first novels and the names of unknown authors. Instead of the faces of Lloyd Douglas and John Marquand, dust jackets carry the portraits of writers like those on this page—writers who are new, though not necessarily very young or uniformly brilliant. Doubleday has eight first novels; Dutton, seven; Houghton Mifflin, six; Harpers and Harcourt, Brace, four.

There are two reasons for this. The big postwar crop of young writers has now been culled, and those who would normally be writers in any era have matured beyond those who were writing—in most cases frantically and without organization—solely because of the stimulation of the war. The second reason is that many book publishers, harassed by the critics, have become stricken in conscience for producing so many tried-and-true bedside books and are turning to other fields. They are, of course, also compelled by the perennial business need to develop new talent as old talent fades.

The new writers, most of whom can subtract four years from their creative lives because of the war, average about 30 years in age. Most are college graduates, many are supporting themselves by teaching. The majority of their novels are set in the U.S., a large number in the South. Thus far only two (*The Peaceable Kingdom* and *The Sheltering Sky*) have hit a financial jackpot, but many are selling briskly and drawing excellent reviews. The first novels by the four writers on this page have all passed the break-even point (about 10,000 copies of a book must be sold before the publisher makes any money), and one is on the best-seller list.



PAUL BOWLES

The Sheltering Sky (New Directions, \$2.75), set in North Africa, concerns the disintegration of an American couple, drew high praise for its craftsmanship and its "talent of true maturity." Bowles, born in New York, is 38 and unmarried, has a considerable reputation as a music critic and composer. Previously he had published poetry and short stories in "little" magazines, knocked around Europe, South America and Africa. He is now in India.



FREDERICK BUECHNER

A Long Day's Dying (Alfred A. Knopf, \$3) deals in extremely polished prose with a brief love affair, and its aftermath, between a college instructor and the mother of one of his student friends. Buerhner, who was born in New York and now teaches English at Lawrenceville, is 23, unmarried, a recent graduate of Princeton, where he started the book.



ARDYTH KENNELLY

The Peaceable Kingdom (Houghton Mifflin, \$3) was a Literary Guild selection for December 1949 (which will assure a sale of 450,000 copies), a rare thing for a first novel. It is the story of the life and problems of wife No. 2 in the household of a polygamous 19th-Century Utah Mormon and contains considerable of the earthy humor characteristic of recent historical novels. Author Kennelly is 31, lives in Oregon and has been twice married.



FRITZ PETERS

The World Next Door (Farrar, Straus, \$3) has to do with the experiences of an insane ex-GI in a VA hospital. Peters, who was born in Wisconsin, is 36, an ex-member of the 29th Division. He was married last year, is now in Paris working on another novel. However he has written a children's book which will be published before his second major book.

SOLVE PUZZLE
AT RIGHT

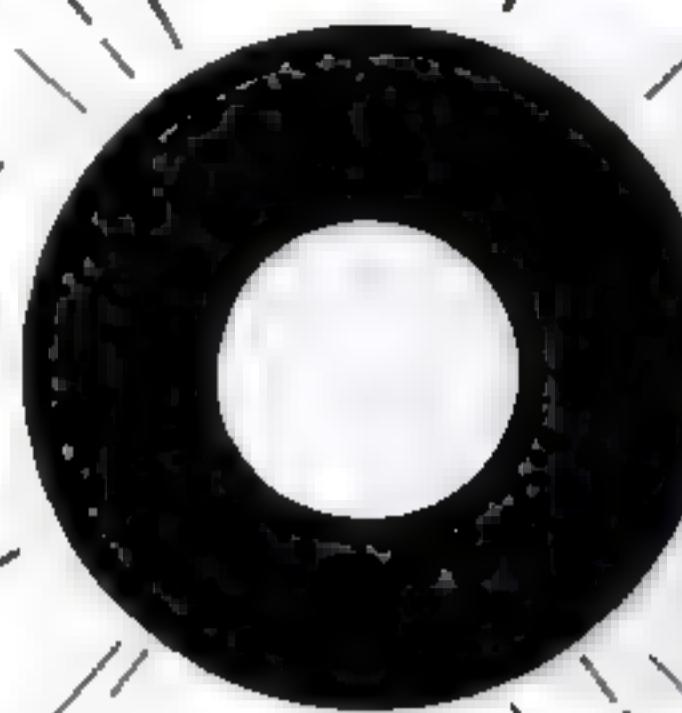
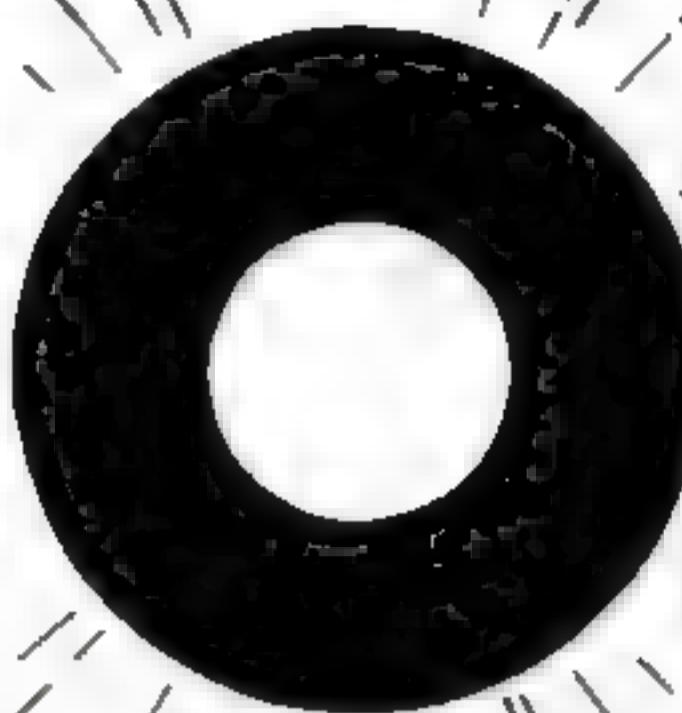
3rd ANNUAL CONTEST of the



This contest is sponsored by the DAV Service Foundation, which is the incorporated trusteeship for the Disabled American Veterans, chartered by special Act of Congress.

We need your help and offer you this opportunity to win riches.

ONCE AGAIN \$



NEW CONTEST! NEW PUZZLE! 1002 CASH PRIZES

WIN
\$50,000
OR
\$46,500
OR
\$45,000
OR
\$35,000
WIN AS MANY AS
3 PRIZES—A PRIZE
IN EACH LIST!
(See page at right)

HERE IT IS—the 3rd great annual contest of fun and skill brought to you by the Disabled American Veterans Service Foundation. Once again \$100,000 in cash prizes MUST be won. Of this huge sum, as many as 3 cash prizes totalling \$50,000 may be yours... in return for a good deed and your skill in puzzle-solving.

To the right is the smiling face of the top winner of last year's DAV contest—and the big cash prizes he won. Then remember—this time it may be YOU.

Study the Official Puzzle on opposite page, but first read the instructions and see how we have solved for you a similar puzzle. Then send in your solution fast! That's the way YOU may become rich—by winning as much as \$50,000! —and an extra prize of a new Buick Convertible for fast action. So don't delay! Start TODAY!



Mr. WILLIAM CRESSMAN
Baltimore, Md.

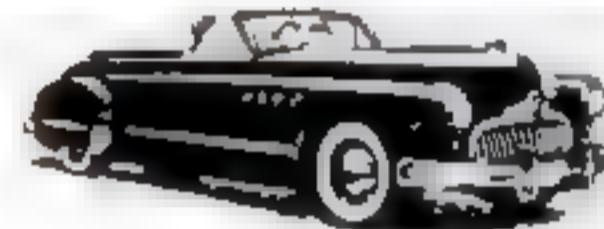
beams as he looks at the check for \$50,000 cash he won in last year's DAV contest. It means a real future for him and his pretty young wife. Mr. Cressman says, "The excitement alone was worth my contribution—even if I hadn't won!"

A \$50,000 SMILE

Mr. Cressman is a sales clerk, 28 years old. He earns \$56 per week. His formal education ended in high school. In 1948, he entered the first DAV contest, did not do very well. But, he wouldn't quit trying... he entered the second DAV contest in 1949. His persistence paid off BIG! He won 1st prize in all 3 groups—a total of \$50,000 in CASH!

Mr. and Mrs. Cressman live in a small bungalow in Baltimore, Md. They first will pay off the mortgage on their home. They want a family, which they can now well afford. The DAV congratulates Mr. Cressman and the hundreds of other prize winners... and thanks sincerely all entrants whose efforts and contributions make these exciting contests and huge prizes possible.

**Extra Prize
FOR ACTION**



You May Also Win a 1950
BUICK CONVERTIBLE If you act fast!

To become eligible for this extra award, your original entry must be postmarked before midnight, February 15, 1950. Your best solution (original or substitute) will then be judged in competition with those submitted by all other contestants who meet this deadline and who have not been awarded an automobile as an extra prize. If it ranks highest (in case of tie, official contest rules apply) you will win a brand new 1950 Buick Convertible. In addition you may be one of the cash prize winners. So don't put it off—send in your entry now!

Help Us To Help America's Disabled Veterans



The Disabled American Veterans Service Foundation invites YOU to enter its 1950 Annual Puzzle Contest. It invites your support and offers you the opportunity to win a share of \$100,000 in Cash Prizes.

The Trustees of the Foundation have allocated substantial sums to the DAV, for maintaining its nation-wide service to veterans, to advise and assist thousands of deserving handicapped veterans (and their dependents and widows and orphans) to become physically and vocationally adjusted to useful, self-sustaining civilian living.

Incorporated by special Act of Congress, the DAV needs these funds—and much more—to help rehabilitate America's 2,500,000 disabled war veterans—to help them to obtain needed claim evidence, service connections, medical care, hospitalization, vocational training and suitable employment.

It is for these services that the Foundation again solicits your support. Yes, your contribution is needed and you will be happy to know that every penny of the net proceeds of this contest (after paying for the prizes, advertising and all other necessary expenses) will be used by the Foundation and by the DAV to continue its work.

Act on this golden opportunity now. Read the Entry Form and read the rules. Then try your hand at solving the Official Puzzle printed here. Note that you may send in a higher score free of charge later on if you find you can improve on the solution you now send in. So there's really no reason to delay. The important thing is to get into the contest now and put in your bid for your share of the prizes.

THE OFFICIAL RULES—Please Read Carefully

1. \$100,000.00 will be awarded in accordance with the instructions, official prize list and these rules to the contestants who achieve the highest scores in solving the Official Contest Puzzle. This sum will be awarded in three prize groups: Group No. 1 with a first prize of \$5,000.00; Group No. 2 with a first prize of \$15,000.00; Group No. 3 with a first prize of \$30,000.00. Each group has an additional list of 333 prizes each, making a total of 1002 prizes in all. (See official list of prizes.)

2. To enter, a contestant must send with his answer a donation to the Disabled American Veterans Service Foundation. \$2.00 is required to enter Group 1; \$5.00 for Group 2 and \$10.00 for Group 3. A contestant may compete in any one, two or all three prize groups and, after entering, may transfer from one group or groups to another (or others) by submitting the required additional donation prior to the deadline date shown in Rule 8.

3. Each prize group will be judged separately. The contestant who submits the highest valid score in Group 1 will be entitled to first prize in Group 1. Second prize in Group 1 will be awarded to the contestant with the second highest score submitted in that list and so on until the 334 prizes in Group 1 have been awarded. Prizes in Groups 2 and 3 will be awarded similarly.

4. In the event of ties in any group (which seem likely, since this is a large national contest), as many prizes will be reserved in that group as there are tied contestants, before any prizes are awarded for lower scores. To break such ties these tied contestants will be required to send in solutions to a series of five tie-breaking puzzles. The solutions to puzzle No. 1 in this tie-breaking series will be judged first. If this is not sufficient to break all ties and permit awarding of all the tied-for prizes, then the solutions to puzzle No. 2 submitted by the remaining tied contestants will be judged. If ties still remain, the solutions of the still tied contestants to puzzle No. 3 will then be judged and so on, if necessary, to puzzle No. 5. This may mean that puzzles Nos. 2 to 5 may not have to be judged. (It is worth noting that in the two previous DAV Service Foundation Contests first prizes of \$33,000 and \$50,000 were awarded in each case as the result of judging only puzzle No. 1 in the first tie-breaking series.) However, if further needed to break ties a second, third or even a fourth series may be used. All tie-breaking puzzles will be similar to the original puzzle with clearly identifiable objects, though the objects will be more difficult and more numerous. Partial credit may be given for partial solutions. Tie-breaker puzzles will be judged on a similar basis as the original puzzle.

The time limit for solving and mailing back the first series of tie-breaking puzzles (if needed) will be not less than 14 days from the date of mailing to tied contestants, and therefore all tie-breaker puzzles will be released in the mail on a schedule so timed that they should arrive on the same day for each tied contestant; and for the second, third and fourth series (if needed) not less than 3 days each will be allowed. Tied contestants will not be required to make any additional contributions. Should final ties remain after the fourth series of tie-breaking puzzles, each tied contestant will receive the amount of the prize for which he or she is still tied.

5. The contest is open to any resident of the Continental United States except employees of the DAV and its subsidiary units, the DAV Service Foundation, its advertising agency, its service organization, or members of their families. Also excluded is anyone who has won \$500.00 or more in cash or kind awarded in any other contest prior to entering this contest, or any member of his or her family. Every possible precaution will be taken to enforce this provision. Only one member of a family may compete. All entries must bear a bona-fide permanent home address in the Continental United States to which all contest mail will be sent. Where a contestant changes such permanent home address, the DAV Service Foundation should be notified immediately. The Foundation can, in no case, assume responsibility for delivery of mail. In view of the uncertain address of members of the Armed Forces on active duty, and the consequent delay in mail delivery, this contest of necessity is not open to them.

6. Each contestant will be mailed an acknowledgement and an entry number upon receipt of his or her solution to the Official Puzzle, which solution must be submitted on an Official Entry Form and must be accompanied by a contribution of \$2.00 or more. At no extra cost, one substitute solution can be submitted on the Official Substitute Solution Form which will be sent to each contestant and which will carry the entry number registered in the contestant's name. In working out and submitting puzzle solutions, contestants must follow the instructions accompanying the puzzle. Neatness does not count, but unsigned or illegible entries, or entries so unclear as to be confusing, will not be considered, and donations accompanying such entries will be returned upon request after judging is completed. Where more than one entry is submitted by an individual his or her highest valid score will be considered only in that group or groups in which that score is entered. That score will serve to com-

pete in any one, two or all three prize groups, depending on the amount donated with that particular entry. An individual may win one prize in each prize group.

7. In solving the puzzle, practically any word that fits may be used. A contestant will not receive more points than claimed nor more than earned. Therefore, please use care in totaling your score. Do not use any hyphenated word or form, prefix, suffix or combining form, abbreviation or contraction. The final word source authority for this contest will be the Merriam-Webster New International Dictionary, Unabridged, Second Edition (any printing from 1947 through '50) and (with the exceptions noted) any word may be used provided it actually completely appears in bold-face type anywhere on any page within the A-Z main alphabetical section of the above dictionary. No plural or other inflectional form is acceptable unless it appears in bold-face type. No word that appears only as part of a two or more word phrase or expression (such as "suey" in "chop suey") is admissible. The names and definitions of the objects are also covered by this entire rule.

The DAV Service Foundation will not enter into any individual correspondence concerning the eligibility of any word for use in solving the puzzle. But the failure of any contestant, after request by the DAV Service Foundation, properly to identify the page-source of a questioned word, may make said word inadmissible.

8. All entries must be sent by mail to:
DAV SERVICE FOUNDATION
\$100,000.00 3rd Annual Puzzle Contest
Washington 6, D. C.

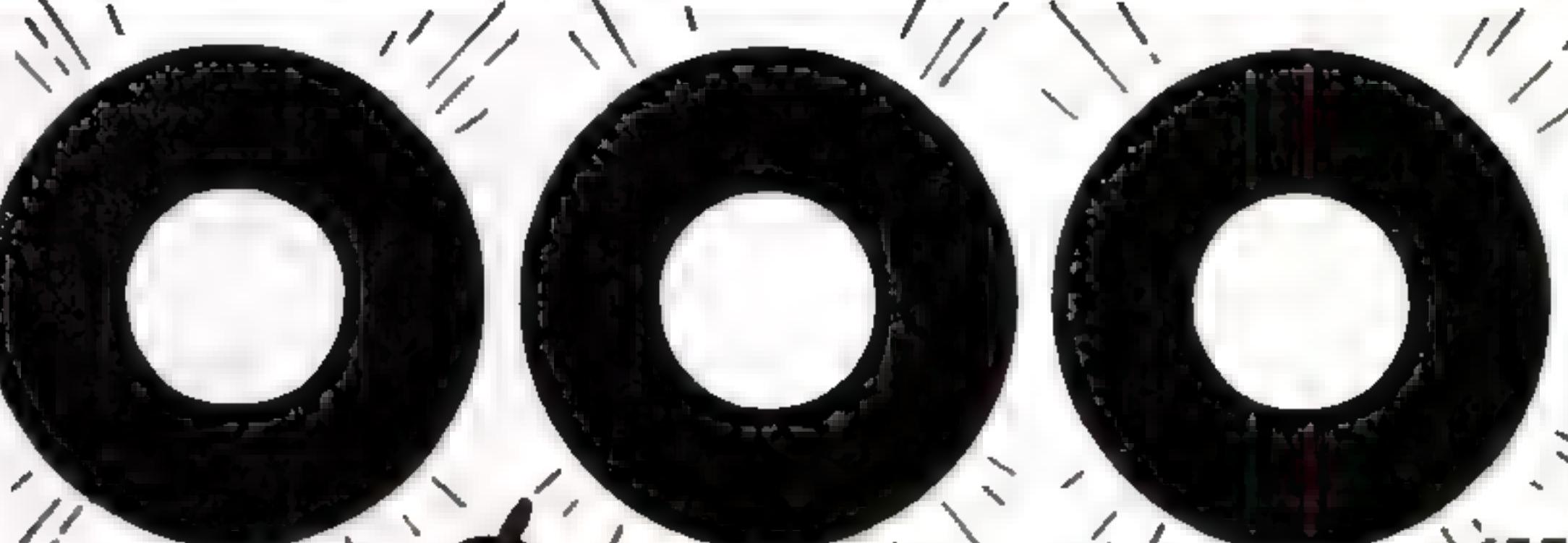
and must be postmarked before midnight, May 1, 1950, and received before 5 P. M., May 15, 1950, to be eligible for consideration. However, an extra 60 days from these dates is allowed for the mailing and receipt of substitute solutions and additional donations to transfer from one group or groups to another group or groups. The DAV Service Foundation will not be responsible for lost or delayed communications or for clerical or mechanical errors and each contestant by the act of sending in an entry agrees to be bound by the rules and instructions and, in any event, with the decision of the DAV Service Foundation and/or its Committee on Awards on any and all matters affecting the contest.

9. Any contestant who accepts help of any kind from any one (same family or household excepted) will be disqualified. Sworn statements to this effect will be required from all winners and every reasonable effort will be made to enforce this rule.

ACT TODAY! You May Win A Fortune While You Help A Worthy Cause!

DISABLED AMERICAN VETERANS

SERVICE FOUNDATION



WIN UP TO \$50,000

3 PRIZE GROUPS—WIN A PRIZE IN EACH GROUP!

GROUP No. 1	
1st Prize	\$5,000.00
2nd Prize	\$1,500.00
3rd Prize	\$750.00
4th Prize	\$500.00
5th Prize	\$200.00
6th Prize	\$100.00
7th Prize	\$100.00
8th Prize	\$100.00
9th Prize	\$50.00
10th Prize	\$40.00
Next 20 Prizes, each \$25.00 . . .	\$500.00
Next 50 Prizes, each \$15.00 . . .	\$750.00
254 additional Prizes, each \$10.00 . . .	\$1,270.00
Total	\$10,860.00

GROUP No. 2	
1st Prize	\$15,000.00
2nd Prize	\$3,500.00
3rd Prize	\$1,750.00
4th Prize	\$1,250.00
5th Prize	\$500.00
6th Prize	\$250.00
7th Prize	\$250.00
8th Prize	\$250.00
9th Prize	\$135.00
10th Prize	\$125.00
Next 20 Prizes, each \$75.00 . . .	\$1,500.00
Next 50 Prizes, each \$25.00 . . .	\$1,250.00
254 additional Prizes, each \$15.00 . . .	\$3,810.00
Total	\$29,570.00

GROUP No. 3	
1st Prize	\$30,000.00
2nd Prize	\$7,500.00
3rd Prize	\$3,500.00
4th Prize	\$2,500.00
5th Prize	\$1,000.00
6th Prize	\$500.00
7th Prize	\$500.00
8th Prize	\$500.00
9th Prize	\$250.00
10th Prize	\$200.00
Next 20 Prizes, each \$150.00 . . .	\$3,000.00
Next 50 Prizes, each \$50.00 . . .	\$2,500.00
254 additional Prizes, each \$30.00 . . .	\$7,620.00
Total	\$59,570.00

GRAND TOTAL OF THIS OFFICIAL PRIZE LIST IS \$100,000.00

JUST FOLLOW THESE SIMPLE INSTRUCTIONS

1 Identify the six objects at the top of the puzzle. (The name of each object is a six-letter word. There are therefore 36 letters in the six names.) In so doing you must use only 16 different letters of the alphabet in the 36 letters you use (10 letters of the 26 in the alphabet not being used).

2 See the table of letter values below the puzzle. Each letter is worth a certain number of points. If you have exactly named the objects as instructed you will find that the total value of the 36 letters that spell out the six names of the objects is 931 points. If you don't arrive at 931 points then try again, for the 36 letters (comprising 16 different letters of the alphabet) must add up to 931 points.

3 Now your job is to place these six words, correctly spelled, into the shaded letter-paths, each of which has space for six letters. You can place any one of the six words in any one of the shaded paths. Each word must read from top to bottom or left to right.

4 You will now note there are 13 empty white squares remaining in the diagram. Now you must insert letters of your own choosing into those 13 white squares and by combining these letters with the interlocking letters you have already filled into the grey squares, spell out 5 extra, different, complete words. Each of these 5 extra words, too, must read from top to bottom or from left to right.

5 Of course, it is easy to fill in 13 extra letters which in combination with the letters in the grey squares will spell out 5 extra different words (a total of 11 differently spelled words), but remember your job is to use 13 letters that will give you a high score when the value of those extra letters (as shown in the table of letter values) is added to the 931 points you will have already earned if you identified the pictured objects correctly.

SEE SAMPLE PUZZLE BELOW And Read How We Solved It!

We have worked out here a typical puzzle to show you how to go about solving DAVogram puzzles of this kind, and we have also worked out alternate answers to get higher scores. Read below, then try your skill on the Official Puzzle.

First, we identified the objects pictured: DONKEY... BASKET... HANGER... ROCKER... and then we added up the value of all the letters in the names of these four objects (using the table of letter values given for the Official Puzzle) and found the total was 574 points. Next, as you can see in the first diagram, we filled in these four names in the four shaded paths and then added 10 extra letters which gave us three extra words: ROBIN... RACKET... SHOOT... These 10 extra letters which we had filled into the white squares had a total value of 230 points, thus giving us a total score of 804 points when added to the letters we had filled into the shaded squares.

We felt we could do better by a little further work, so with some thought we changed our 10 extra letters and got three different extra words, as you can see in Diagram No. 2. We changed ROBIN to DOZEN, RACKET to RESIST and SHOOT to SPOOL. We thus attained a total of 251 points for the 10 extra letters we had filled into the white spaces, giving ourselves a total score of 825 points.

Of course these are only two possible solutions and perhaps we might have done even better by shuffling the four identified names around into different shaded letter paths. Now, if you get the idea, why not try your hand at the Official Puzzle.

DIAGRAM No. 1

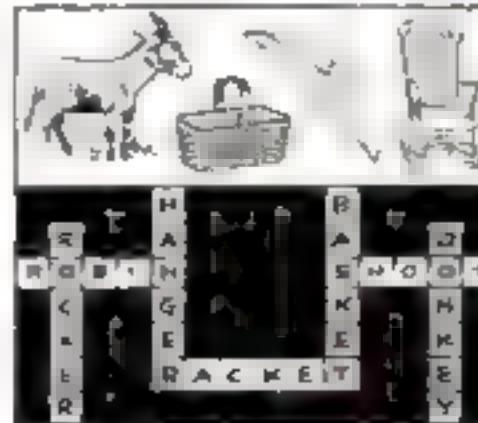
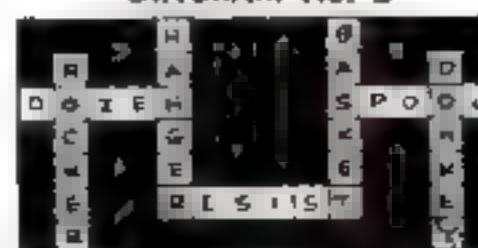
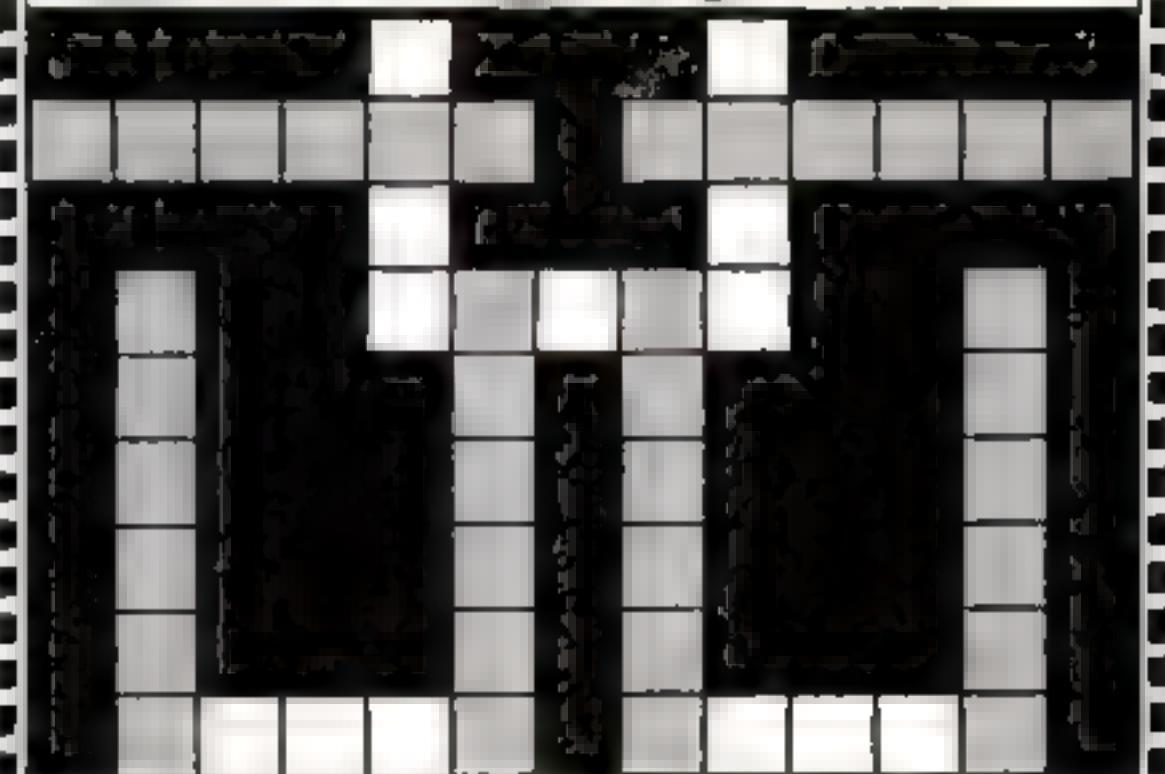
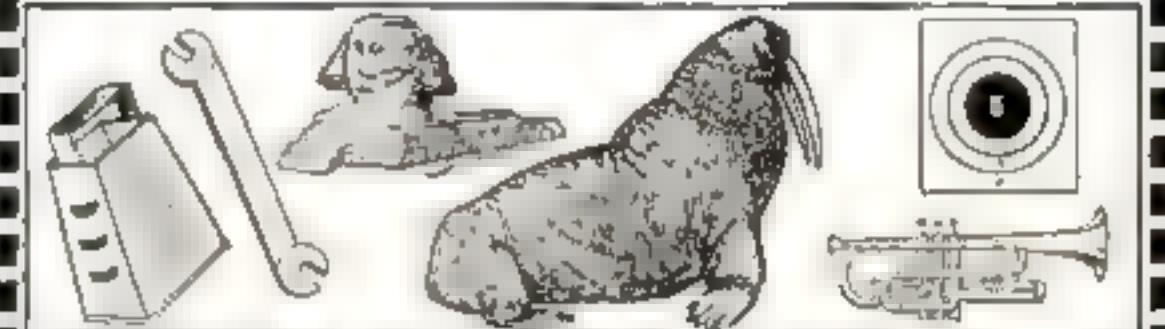


DIAGRAM No. 2



Yes
**\$100,000
IN
CASH PRIZES**

OFFICIAL PUZZLE & ENTRY FORM



Entire contents of this page copyright 1950 by DAV Service Foundation

TABLE OF LETTER VALUES

A-32	E-23	I-16	M-17	Q-13	U-14	X-15
B-19	F-25	J-24	N-31	R-29	V-10	Y-9
C-27	G-22	K-12	O-28	S-30	W-18	Z-20
D-26	H-11	L-34	P-21	T-33		

My Score Is

POINTS

It is important that you be careful in adding your score. Mistakes may cause you to lose out. Enter right away for you may improve your score by sending substitute solution later free of extra cost. YOU MUST SEND IN THE COMPLETE PUZZLE. DO NOT DETACH FROM THIS ENTRY . . . MAIL TODAY!

To the DAV SERVICE FOUNDATION
\$100,000.00 Puzzle Contest
Dept. 118, Washington 6, D. C.

FULL LIST OF WINNERS WILL BE SENT TO ALL CONTESTANTS AFTER FINAL JUDGING

I enclose \$ contribution to the DAV Service Foundation. Enter me in your contest. I have filled in the diagram above and at left above have also filled in the score achieved by me in solving the Official Puzzle. (Please check prize group or groups you are entering.)

() Enter me in Prize Group No. 1.
First Prize \$5,000.00.
() Enter me in Prize Group No. 2.
First Prize \$15,000.00.
() Enter me in Prize Group No. 3.
First Prize \$30,000.00.
() Enter me in Prize Group No. 4.
First Prize \$7,500.00.
() Enter me in Prize Group No. 5.
First Prize \$2,500.00.
() Enter me in Prize Group No. 6.
First Prize \$1,000.00.
() Enter me in Prize Group No. 7.
First Prize \$500.00.

Note: Donations should be made payable to the DAV Service Foundation. Please send check, money order or postal note only. Do NOT send cash.

NOTE: You may enter any one, two or all three prize groups depending on the amount donated. The following shows how a contestant can qualify for the various prize groups.

Group No. 1 (\$15,000.00 First Prize) \$2 contributed
Group No. 2 (\$15,000.00 First Prize) \$5 contributed
Group No. 3 (\$30,000.00 First Prize) \$10 contributed

Groups No. 1 and 2 (\$30,000.00 combined first prizes) \$12 contributed

Groups No. 2 and 3 (\$45,000.00 combined first prizes) \$15 contributed

Groups No. 1, 2, and 3 (\$60,000.00 combined first prizes) \$17 contributed

It is understood you are to send me an Official Receipt for my entry and donation and an Official Substitute Solution Form on which I may submit (free of cost) a better score for the puzzle if I find I can improve my score any time prior to the final closing date for substitute solutions. (See Rule 8.) I have read the rules of the contest and agreed to abide by them.

SIGNED

Name _____
Please Print Plainly

Address _____

City _____

State _____

If you have previously entered this 1950 DAV \$100,000.00 Puzzle Contest, DO NOT USE THIS FORM for submitting a substitute answer. Please be patient until you receive your Official Substitute Solution Form with your Official Entry Number (allow 2 to 3 weeks depending on distance from Washington, D. C.). Additional copies of this official puzzle and entry forms will be sent free on request when accompanied by self-addressed stamped envelope. (Address Dept. 500)

TO BE ELIGIBLE FOR BUICK CONVERTIBLE, ENTER BY MIDNIGHT, FEBRUARY 15, 1950



ON THE SNOWY HIGHWAY TO HUNZA, NEAR ITS NORTH BORDER, THREE KIRGHIZ COWBOYS COAX A PACK YAK ACROSS A CREVASSSE

The HAPPY LAND of JUST ENOUGH

Hunza, Asian paradise, has no rags, no riches, no taxes, no trouble

One morning a few months ago a travelers' pack train, traversing the blinding-bright snow fields of mountainous northern Pakistan, arrived gasping at Dehli Sang pass, 20,000 feet high in the Karakoram range.

There the American leaders of the party, an adventurous couple named Franc and Jean Shors, watched in shocked amazement as their Kirghiz guides suddenly pulled their frightened horses and yaks over a sharp ridge and slid with them down a precipitous wall of snow. Obeying instructions, the Shors plunged after yaks and Kirghiz, riding the cold seats of their trousers to a shale ledge 1,000 feet below. "That," wrote the Shors later, "was how we came into the land of Hunza. We fell into it."

As the Shors soon learned, the land of Hunza, an independent princely state hidden among great neighbors (map, right), is an altogether fabulous place. A deep, peaceful valley, 100 miles long and half a mile wide, it is a land where the ruler sows gold dust with the year's first millet seeds, and where mothers-in-law go along on honeymoons in order to school their

newlyweds in the intimate art of marriage. The Shors' interpreter explained, "This valley is the nearest thing in the world to your Western vision of Shangri-la. People work hard, but they have plenty to eat, warm clothes and houses, and no worries. They live to be very old. They pay no taxes. They have no army. There are no jails and no police. They don't have any laws or any crime. Every village has a free school for boys. Money is not important. There isn't a rich man in the country, but nobody is destitute. The people are happy and friendly and generous. It's like paradise."

The ruler of Hunza, called the Mir, turned out to be even more enthusiastic. "You know," he said, "I think we are the happiest people in the world. We have just enough of everything, but not enough to make anyone else want to take it away. You might call this 'The Happy Land of Just Enough.' "

The Mir's enthusiasm is clearly explained on the following pages by the Shors' pictures of the land of Hunza and their description of its unique civilization.



TINY HUNZA, 50-square-mile land, is dwarfed by its big Asiatic neighbors.



NEAR HUNZA, JEAN SHOR SERVES HUSBAND TEA

EXPLORERS DESCRIBE LIFE IN A SHANGRI-LA

by FRANC AND JEAN SHOR

Beyond Dehli Sang pass, where we fell into Hunza, we walked or stumbled constantly downward over shelflike trails. Two days and 10,000 feet below the pass we entered Misgar, a village of about 50 low stone houses lying among beautifully tended millet fields, sweet-scented flowers and orchards of apricots and apples. Two little boys ran forward to greet us, crying "Salaam!" and holding out double handfuls of bright fruit.

Then the same boys led us to the village telegraph office, and from there an English-speaking operator took us to a pleasant two-room bungalow reserved for travelers. The townspeople brought us food and cooked it over an open fireplace. The mayor telephoned the news of our arrival to the capital at Baltit, 65 trail miles to the southeast in the winding valley.

Over the same telephone line the next morning came a faint voice, greeting us in excellent English: "Welcome to our country. If we had known you were coming your bungalow would have been better prepared. Is there anything we can do for you?"

Assuming the voice belonged to an English official of the Pakistan civil service, we said we had heard the Mir was a colorful character; we would like to take pictures of him. "Do you think he would mind?" we asked.

"Certainly not," came the answer. "You can take all the pictures you wish. We'll be glad to help."

"Sounds wonderful," we said, "but can you speak for the Mir?"

"Yes," was the reply. "You see, I am the Mir!"

Three days later we met him. He walked down the trail from his 600-year-old castle to invite us to dinner. The Mir, whose family has ruled Hunza for more than 600 years, told us of his small state's history.

Nobody, said the Mir, can remember the dim beginnings of the Hunzukut people. A taller, fairer race than their Indian or Afghan neighbors, they speak a language of their own; Hunza folklore tells of the founding of the Hunzukut race by three soldiers of Alexander the Great, who settled in the valley with Persian wives in the 4th Century B.C. Scholars do not agree with the folklore, though they offer nothing better.

The great-uncle of the present Mir was a bloodthirsty ruler who murdered his father, poisoned his mother, tossed two brothers over a precipice and made away with still another. He later blandly reported to his suzerain, the Maharaja of Kashmir:

"By the will of God and the decree of fate, my late father and I recently fell out. I took the initiative and settled the matter, and have placed myself upon the throne of my ancestors."

However, he made the mistake of raiding British hill stations in India, and a British expedition drove him into exile. His half-brother was placed upon the throne, and things have been peaceful ever since.

The Mir thinks he has about 25,000 subjects. Each village chooses its own unpaid *arbab*, or mayor, and he and a council of village elders settle local disputes. Decisions can be appealed to the Mir by telephone; there is one in each village. If that isn't satisfactory, the disputants walk to Baltit and present their problem in person. The Mir, his grand vizier and half a dozen elders—henna-bearded men from 75 to 98—hold informal court each morning atop the Mir's castle. Decisions are reached by vote and, by his own decree, the Mir's ballot normally counts no more than any other. In a pinch he has a veto, and he can always exercise any of his powers as an absolute monarch. But he rules almost entirely as a respected mediator. He performs a few specific tasks. Once a year he travels the



HAPPY DANCERS in flat hats and bare feet perpetuate an art that originated in Hunza's warlike past. Beyond the orchard rises Hunza's high mountain wall.



HAPPY HUNTER stands over trophy, head of a spiral-horned sheep shot from his rooftop, where a tent provides shade. Prongs on rifle provide an aiming rest.

HUNZA CONTINUED

length of his valley on a polo pony, accompanied by his wife on a mule, to make sure local governments are performing smoothly. He also fixes and collects road tolls, which he dispenses for medical supplies. Otherwise he lives as a gentleman farmer, managing 320 acres around the palace, and as a benevolent landlord, collecting a small rental (about 10% of the crop) on land which his family donated to Hunza's people in recent generations.

Most of the farms are irrigated by the great Hunza canal, which carries water more than 60 miles along sheer cliffs, is community-owned, community-repaired. Britain's Lord Conway wrote, "It is a wonderful work for a toolless people to have accomplished, and it must have been done many centuries ago."

Money in Hunza is virtually unknown. The Hunzukuts use silver Indian rupees, with no fixed rate of exchange. The average family handles less than \$5 a year. Hunzukut farmers sell fruit and vegetables and rent horses to the caravans traveling the famous Hunza Road between Chinese Turkestan and Pakistan. The money goes for salt, Hunza's only staple import, and colorful cloth for festive costumes. Hunzukut husbands produce every item of the family diet, including a little mild wine, which is consumed during the two-month season of feasting and dancing each winter when it is too cold to farm. In the nine good-weather months of the year the main sport is polo. Each village has its own team and its own playing field.

Retirement at 90

FAMILY life runs quietly and sensibly. The women have equal rights with the men. Age is respected, and when a man is too old to work—usually after he is 90—he enjoys his full share of the family's wealth. Parents pick children's wives, but children have the right of veto. Each winter the Mir selects a marriage day, and all marriages are solemnized in mass ceremonies in each village. One unusual custom is the provision that the groom's mother spends the first few nights with the newlyweds.

The mother-in-law, the Mir explains, acts as a teacher. "It must be successful—no one here remembers when we had a divorce." To maintain a balance between land and population, Hunzukuts practice their own method of birth control. When a woman becomes pregnant, she leaves her husband's bed. She doesn't return until her child is weaned—and Hunzukut children are breast-fed until 3 years old.

Sir Robert McCarrison, British medical officer in India, described Hunzukuts as "unparalleled in perfection of physique . . . capable of great endurance, and enjoying a remarkable freedom from disease in general." They also are rated by agricultural experts as among the world's finest farmers. For centuries the people have practiced crop rotation and rebuilt depleted soil by composting.

Hunza's future causes some small concern to the Mir. His people are Moslems, followers of the tolerant sect of the Aga Khan, and in the partition of India the Mir pledged loyalty to Pakistan. But before formally announcing his decision he journeyed to Karachi and paid a formal call at the U.S. Embassy. Would the U.S., he asked, accept the accession of Hunza? His country, he explained proudly, was a democracy and would prefer to cast its lot with the leader in that field. The Americans diplomatically explained that it was impossible to take Hunza into the U.S. There must be times when Americans reading the headlines are inclined to think accession should be the other way around.



COURT AND SCHOOL are conducted outdoors nine months of each year. During the morning court (above) at his castle, the Mir (seated, far left) listens

with elders while disputants speak from terrace. The school (below) is supported by Mir and his spiritual leader, Aga Khan, Rita Hayworth's father-in-law.





PRODUCT OF GENERAL FOODS

Even the fussiest folks say **Birds Eye**
Orange Juice tastes better than just-squeezed!



Compare Birds Eye with just-squeezed juice... compare it with other quick-frozen orange juices...

Your money back if Birds Eye isn't the grandest orange juice you ever tasted—it's *bound* to be! For Birds Eye has *more* experience, more "know how" in protecting flavor and nutrition!



No squeezing! No mess! No waste! It takes just 45 seconds to turn Birds Eye concentrated juice into six 4-ounce glasses of delicious, full-strength juice.

You can depend on Birds Eye to be *always* pure, vitamin-rich. Doctors approve it for infant feeding!



Easy to fix! Easy to keep! To fix—simply add back cold water to the concentrated Birds Eye Orange Juice, and stir or shake vigorously.

Unthawed Birds Eye Orange Juice keeps indefinitely in a freezing compartment. If you don't drink all you fix, it keeps overnight in a covered jar in your refrigerator.



Copyright 1950,
General Foods Corp.

BIRDS EYE-BOUND TO BE BETTER!



EDUCATION OF A QUEEN

In Shaw's "Caesar and Cleopatra"
Lilli Palmer enhances the role
of Egypt's immortal glamour girl

George Bernard Shaw, who has spent most of his 93 years wittily trying to educate the human race, wrote *Caesar and Cleopatra* in 1898 about the education of a queen. In Shaw's comedy the teacher is Julius Caesar and young Cleopatra is teacher's pet. In the excellent Broadway revival Caesar is played by Sir Cedric Hardwicke and his royal pupil is Lilli Palmer (*opposite page*), one of the few young actresses in the theater today who, like Fontaine and Cornell in their early prunes, can create an impression of worldly glamour.

The first thing that Shaw's heroine learns from Caesar, who visited Egypt in the year 48 B.C., is not to cringe. He teaches her to be regal but humane, outspoken but considerate as he is humbled. In her boudoir he advises her not to squelch her mienous. "Let your women talk, and you will learn something from them." When Caesar's power is endangered by Egyptian plotters, Cleopatra has one of the plotters stabbed. When upon Caesar rebukes Cleopatra for her deed, saying that vengeance can only lead to more vengeance, "An I so, to the end of history, murder shall breed murder, always in the name of right and honor and peace, until the gods are tired of blood and create a race that can understand."

At the end Caesar, knowing it is too cold to be Cleopatra's lover, returns to Rome, promising to send her a handsome young Roman named Mark Antony. The tragic sequel of their love Shaw left, and too confidently, in the hands of Shakespeare.



CLEOPATRA IS UNROLLED in a flurry of scarves from a rug in which she has snuggled herself into the

presence of Julius Caesar (standing, left). To hear from Caesar she attempts to oust him on a beleaguered island.



BEFORE HER LESSON in queenliness Cleopatra is rowed by a domineering servant (Bertha Beimore). Caesar orders servant to obey and teaches queen to command.

◀ CLEOPATRA (LILLI PALMER) LEARNS WISDOM BY LISTENING TO HER HANDMAIDENS' CHATTER



AFTER HER LESSON Cleopatra in an excess of zeal drags the boy king, her brother and rival, from his throne, watched sternly by Caesar and his clerk (Arthur Treacher).

CONTINUED ON NEXT PAGE

Enjoy It Many Ways-

Arrow

**BLACKBERRY
FLAVORED
BRANDY**



*Arrow Blackberry Flavored
Brandy—delicious straight*

*... an inviting cocktail—
(2/3 part Blackberry Flavored Brandy,
1/3 part cream. Shake in shaved ice,
strain into Cocktail glass.)*

*... popular as a highball—
(In long glass put 2 cubes ice,
1 jigger Blackberry Flavored Brandy.
Fill with seltzer water or ginger ale.)*

ARROW LIQUEURS CORPORATION, DETROIT 7, MICHIGAN • 70 PROOF

Education of a Queen CONTINUED

SOME DIVERS WAYS OF ACTING



A SERIES OF DIVES enlivens a scene where Caesar and friends are obliged to jump from a besieged island off Alexandria and swim to the rescue ships. Above: a Sicilian art dealer (John Buckmaster) makes most respectable dive.



A ROMAN DIVE is made by Caesar, who runs to parapet and cannon-balls into harbor. Scene is based on historical evidence that Caesar, a fine swimmer, was once stranded near Pharos where Alexandria's famous lighthouse stood.



AN EGYPTIAN DIVE is made by Cleopatra, who is too scared to jump off the high parapet into the harbor. One of Caesar's henchmen (Ralph Forbes) finally is forced to deliver an unceremonious kick to Egypt's greatest queen.



For a TREAT instead of a TREATMENT...

light an

Old Gold



COMING OR GOING...



AGAIN THIS YEAR THE

You could pay a thousand dollars more and still not get all the new beauty...
extra room...famous ruggedness of this great new Dodge

It's an even BIGGER VALUE...this year's sparkling new Dodge now at your dealer's!

Here's BIGGER VALUE in smart new styling...in ease of handling...in comfort...in sound engineering. And in actual dollars and cents, too, because the big new Dodge costs just a few dollars more than the lowest-priced cars.

When you compare Dodge with cars in the upper price brackets, it's easy to see how you could pay a thousand dollars more and still not get everything this great new Dodge gives you.

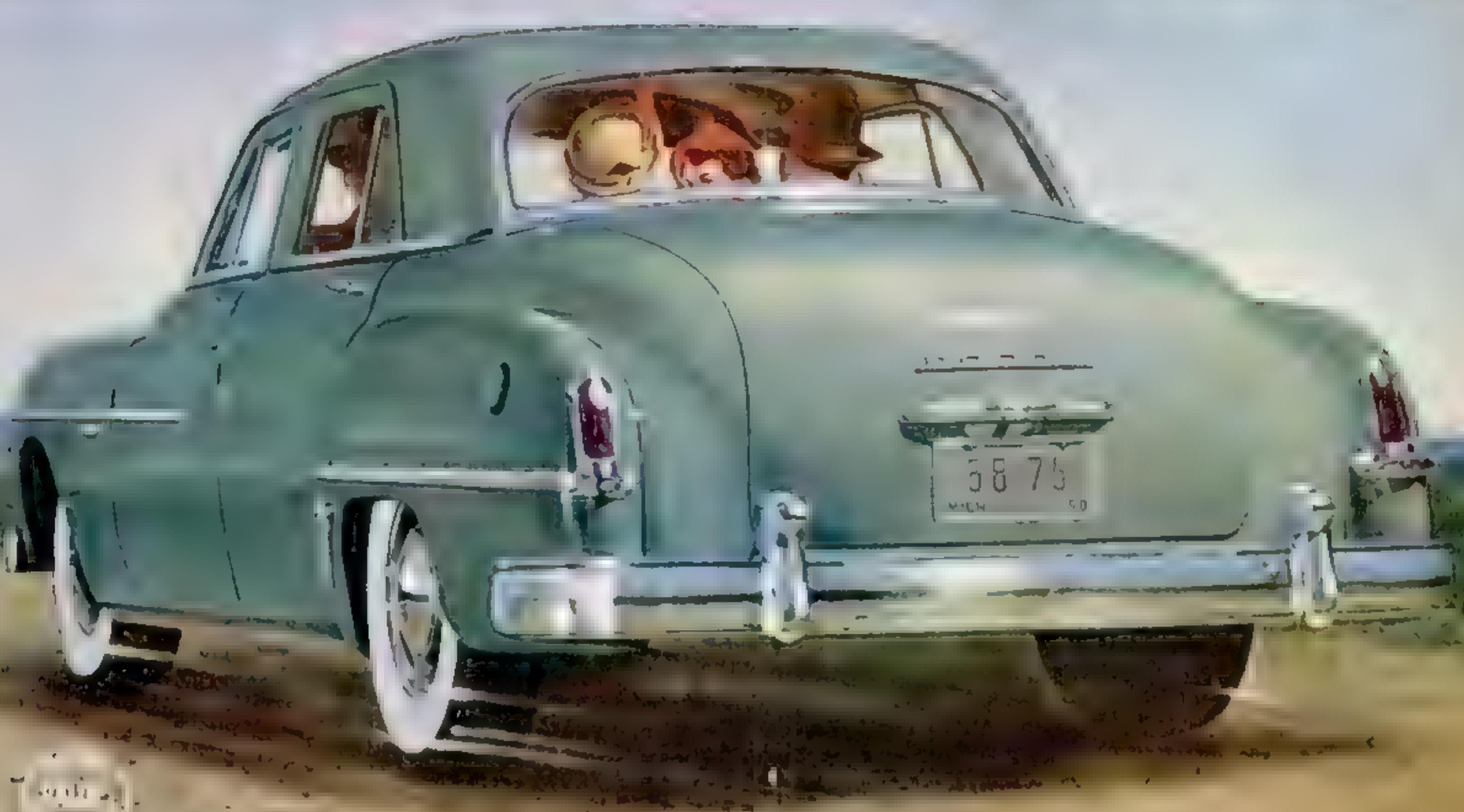
Despite its smart low, graceful lines outside, Dodge is higher, wider, longer on the INSIDE to give you the spacious roominess that spells solid comfort...that means extra room for your head, for your legs. And Dodge design permits more usable space inside for extra wide seats...extra elbow and shoulder room.

On the outside Dodge is more compact for easier handling in busy traffic. Less overhang in front and rear makes parking and garaging simpler, easier for you.

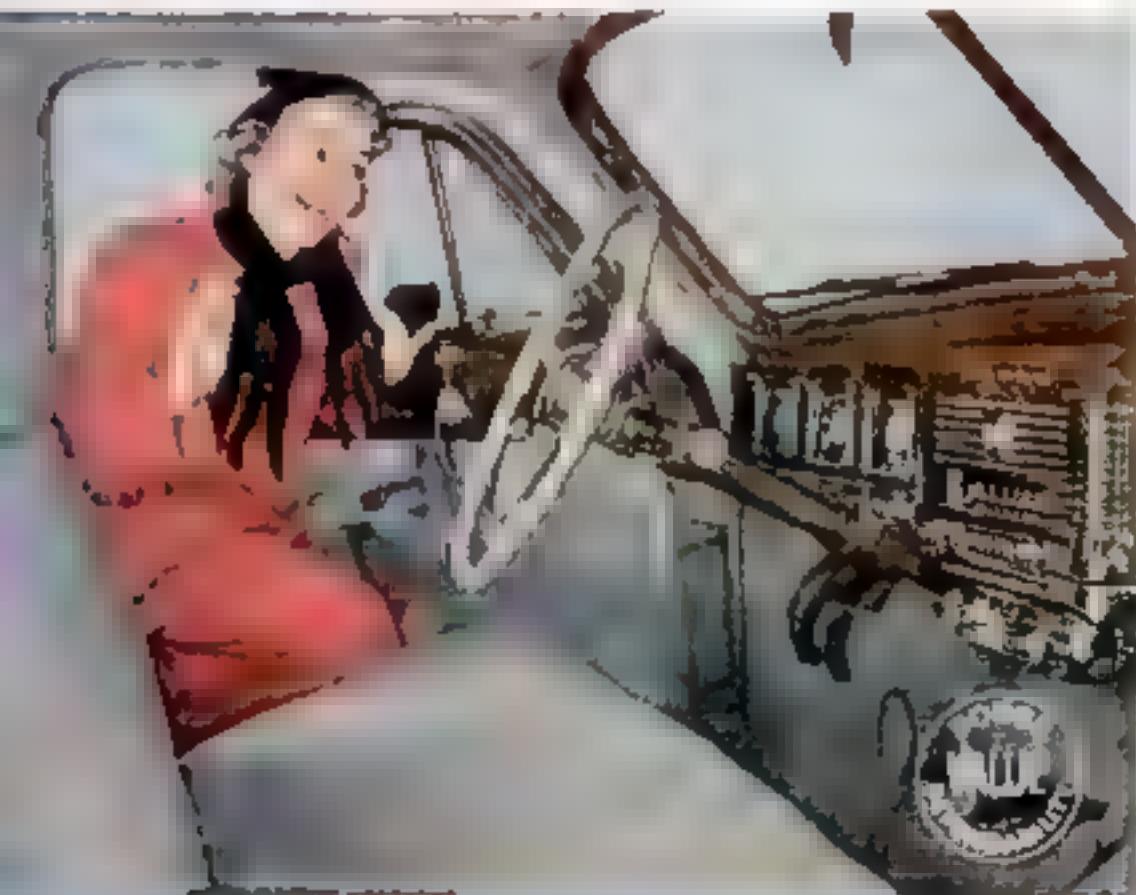
The very steering wheel in your hands gives you a wonderful feeling of control. You drive utterly relaxed, because you are sure of instant, pillow-soft stops with Dodge Safeguard Brakes...and of flashing pick-up, when you need it, from the powerful "Get-away" Engine!

See this great new Dodge your dealer is waiting to show you. See how it gives you a far GREATER VALUE in those things that count most—roominess, comfort, sound engineering, dependability and style that stays new!

SMARTER THAN EVER...



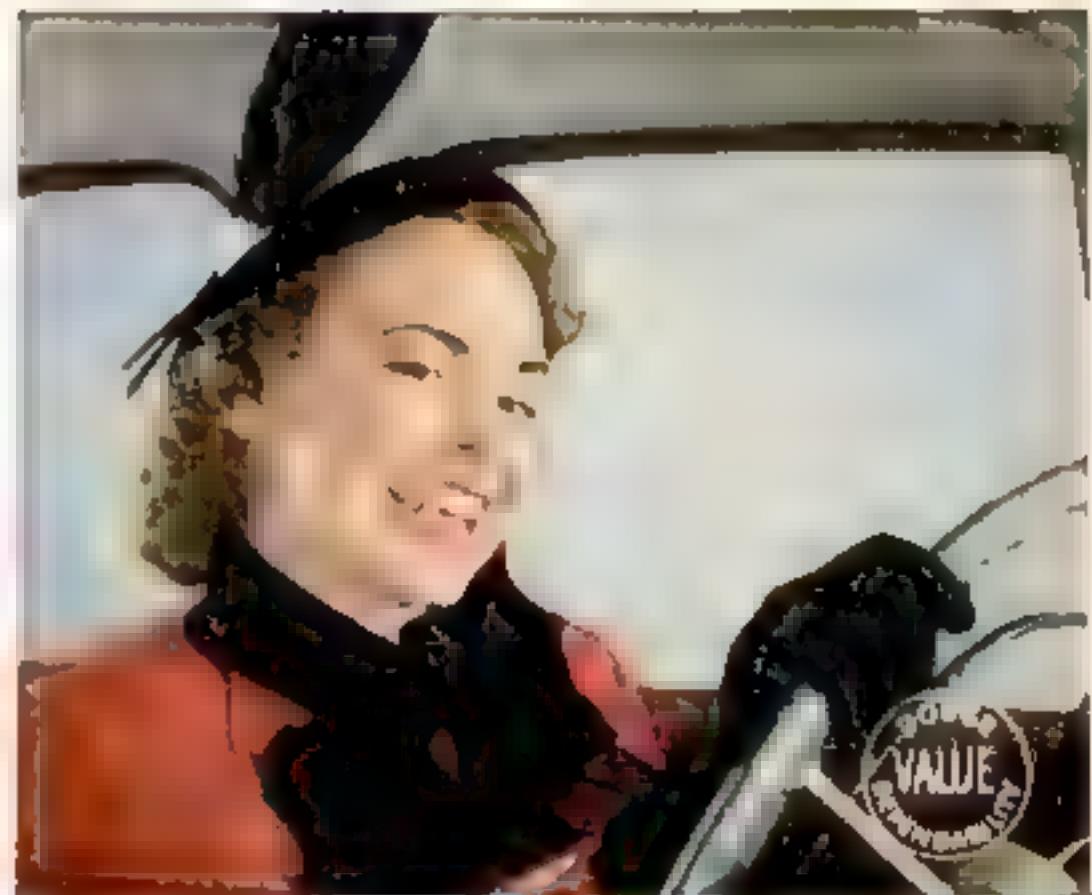
BIG VALUE IS DODGE!



NEW VALUE IN BEAUTY— New refinements, new lighting and design of instrument panel, enhance interior beauty. Wide Low escape windshield and "knee level" seats add to driving comfort, safety.



NEW VALUE IN COMFORT With generous head and leg room you sit naturally in a comfortable position. Huge new rear "picture window" for safer vision... gives feeling of spaciousness.



NEW VALUE IN PERFORMANCE - You'll thrill to the eager way Dodge responds... to the smoothness of gyro Fluid Drive! No shaft Gyro-Matic optional on Coronet models at moderate cost.

Hunt's Heavenly Peaches

at down-to-earth prices!



WANT to save time and money... yet delight your family with a really delicious dessert? Well -

Get out your prettiest fruit dish... empty into it a can of well-chilled Hunt's Heavenly Peaches... serve with crisp little cookies! Mmmmm!

Hunt's Heavenly Peaches are hand picked. Tender-mellow, golden-yellow beauties. They're put up in

delicious heavy syrup. And -

With all these quality features, do they cost more?

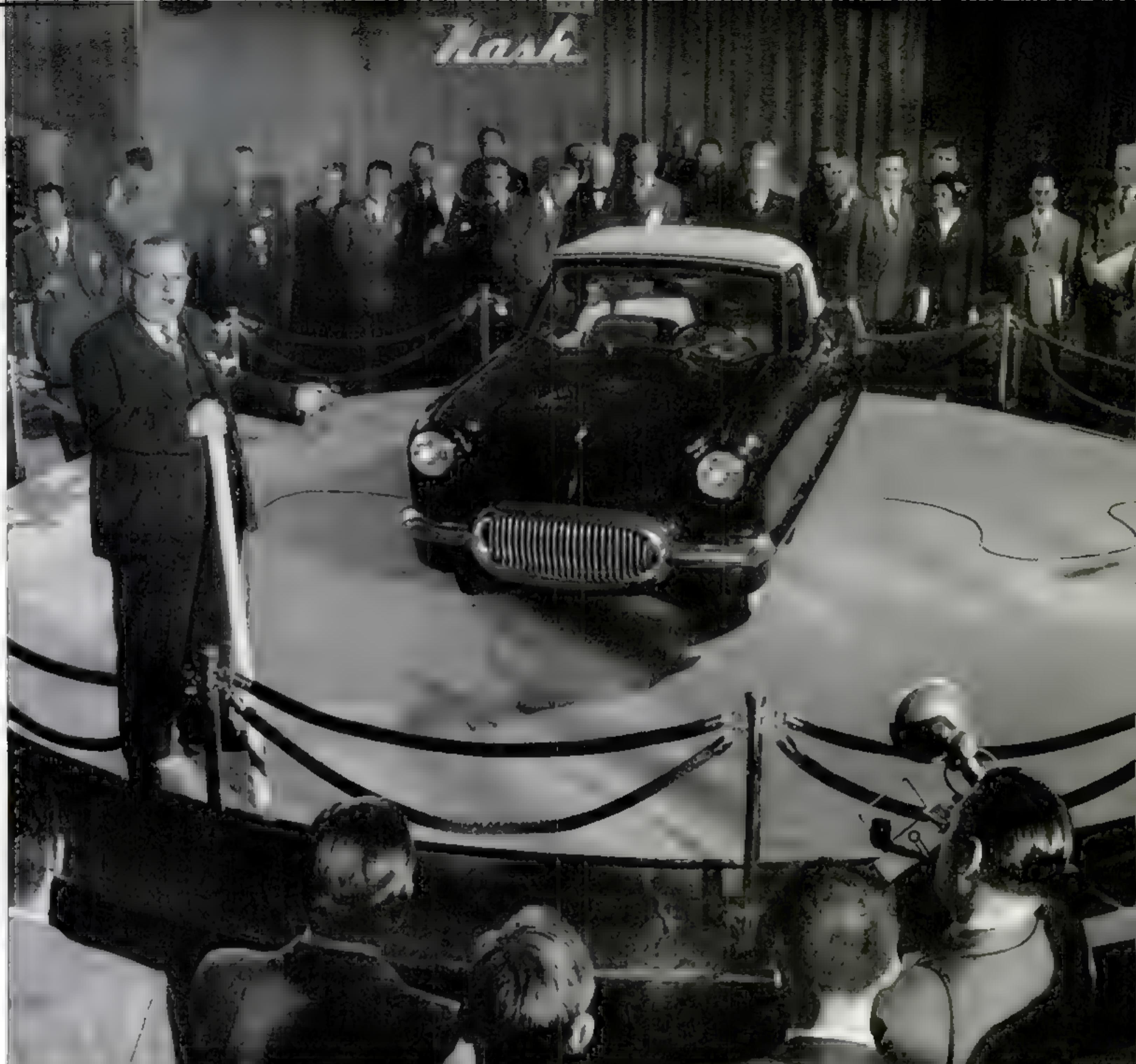
Heavens, NO! Your grocer sells them at down-to-earth prices—usually LESS than brands you've bought!

So, when you think of peaches, think of heavenly flavor. Get Hunt quality—for less money!

IF IT'S FLAVOR YOU'RE HUNTING—

Hunt-for the best

Hunt Foods, Inc., Los Angeles, California



IN NEW YORK'S WALDORF-ASTORIA, NASH PRESIDENT GEORGE W. MASON FRANKLY TELLS GUESTS OF HIS EXPERIMENTAL CAR'S FEATURES AND ITS SHORTCOMINGS

DOES THE U.S. WANT A SMALL CAR?

Nash builds a model of its \$1,000 N.X.I. and asks, at shows and by mail, whether it should be mass-produced

This month invited groups of businessmen and women gathered in cities from New York to San Francisco to sip cocktails and stare at a sleek, maroon convertible of which there is only one in the world. Meanwhile a quarter million other Americans were studying pictures of the car in a questionnaire in which they were asked to indicate whether they would buy such a car—if it were ever manufactured. For the first time an auto maker—Nash Motors—was displaying the prototype of an auto it was only considering building and was asking potential customers if they wanted it. Even more, Nash was underscoring a widely debated question: does the U.S., long accustomed to the luxury, pow-

er and roominess of its "small" cars (Chevrolet, Ford, Plymouth), really want a small automobile?

What the cocktail sippers, including many rival car makers, saw was a well-proportioned automobile of sub-standard weight (1,550 lb.) tread (10 in.) and wheel base (88 in.), which would seat only two comfortably and had ample luggage space. Depending on whether it was powered by an 18 or 36 hp motor, it would do from 60 to 70 mph, yield 35 to 50 miles to the gallon and cost about \$950 or \$1,000. Most previewers liked its lack of chrome trim, wide vision fore and aft and promised economy (albeit at the expense of jack-rabbit acceleration). Loudest criticism: its limited seating.

Since the returns will not be counted for another month and Nash has not even designed the tools with which to build N.X.I., as the car is now called (for Nash Experimental International), the public must wait at least 15 months to get one of the new cars, even if its verdict is favorable. But in its proposal for international manufacture of N.X.I. (p. 57), Nash had found a solution to the problem of current tooling costs. And since both Kaiser-Frazer and Nash itself will bring out other new, inexpensive cars (delivering at possibly \$1,200 to \$1,350) in the next few months, they and the questionnaire-answerers might cause the rest of the auto industry to rearrange its thinking for 1951.

HOW TO BE A FLOP AS A HOST

Palm off any ordinary club soda or carbonated tap water on your guests. Sure, you can hide the label on the mixer from them. But you can't hide the flat taste the mixer gives their drinks. Your guests will "roast" the host.



HOW TO BE TOPS AS A HOST

Treat your guests to the best. Mix their drinks with Canada Dry Water. They'll recognize—and respect—that famous label. They'll get drinks that taste better, sparkle longer. Your guests will "toast" the host.



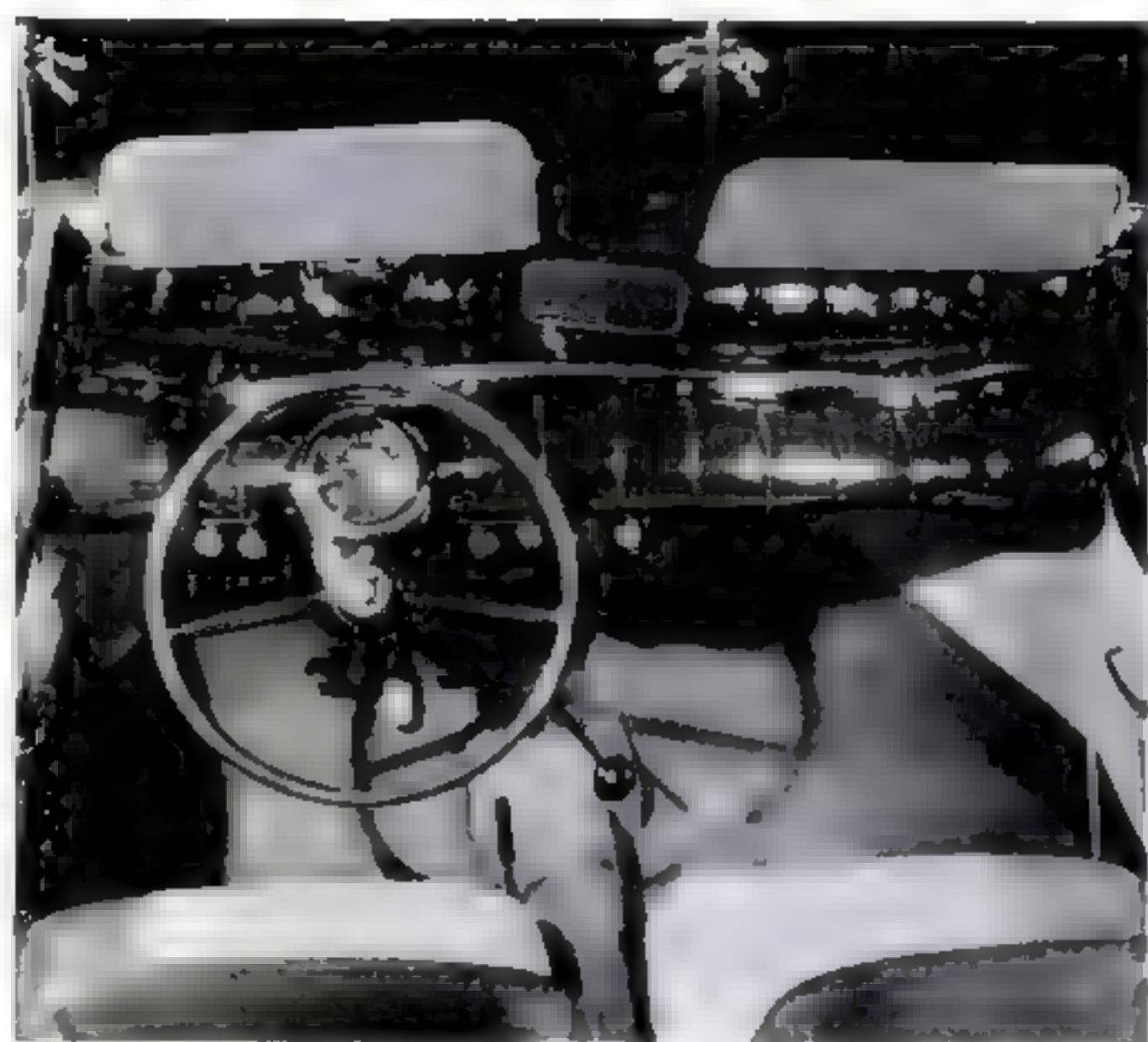
How CANADA DRY PIN-POINT CARBONATION makes drinks taste better!

Thanks to this scientific process, millions of tinier, long-lived bubbles keep your drink sparkling at peak liveliness. Result: you always have a fresh-tasting drink in your hand no matter how long you "nurse" it.



Remember - $\frac{1}{5}$ ths of your drink is club soda... ask for the best—Canada Dry Water

Small Car CONTINUED



BUCKET SEATS in N.X.I. are comfortable for two, not three. Dashboard is neat, simple, has no glove compartment, which might add \$5 to the price.



WINDOWS are plastic and lowered by a strap, instead of crank-up glass windows which might cost \$25 more. Hard-top coupe version would have cranks.



REAR-BUMPER would be made from same dies used for front bumper and grille (preceding page). The luggage compartment is reached from behind seats.

CONTINUED ON PAGE 57

A good rule to follow after
eating, drinking or smoking





BAUMAN-GREEN

NEW FACTS ON MIRACLE-TUFT

50c

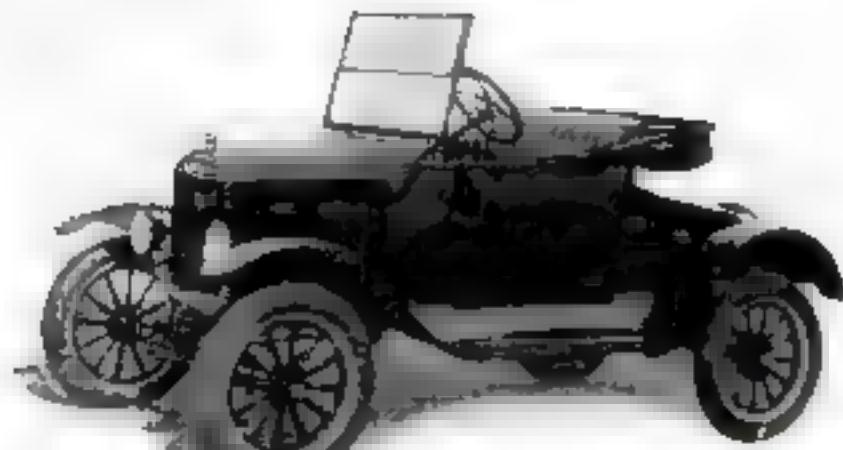
Dries out dry as the desert sands!

It's an amazing brush this Dr. West's Miracle-Tuft! It does many wonderful things to clean your teeth better. Even between brushings it performs an extra, important service — it dries out faster because of Dr. West's waterproofing. The "Exton" bristles of this

amazing brush stand ready morning, noon and night to "sweep" tooth surfaces sparkling clean. Its brushhead is *curved two ways* to reach every tooth better. What's more, it's sealed in glass for your protection. Available in the four designs shown at the right. 50¢.

Copr. 1950 by Wee Products Company





MODEL T LIKE THIS SOLD FOR \$250

MODEL T'S SUCCESS HAS LURED MANY A HOPEFUL TO DISASTER

No car has fired the imaginations of would-be auto makers or rekindled the nostalgia of the motoring public as much as Henry Ford's Model T. Built between 1908 and 1928, Model T once poured out of the Ford plant at a peak rate of 10,000 a day and put the world on wheels. As auto prices climbed after war's end, thousands of U.S. motorists recalled the T and told each other that what this country needed was good \$500 cars. Many a businessman similarly told himself that this was the time to repeat Henry Ford's colossal success. Was it?

At least 20 small, cheap cars have been "announced" (that usually meant showing one or a handful of handmade models) in the U.S. since 1946. None achieved substantial production for reasons almost all predictable by experienced auto men. One was the sheer cost of acquiring plant facilities, tools, materials and a labor force to turn out a production automobile, which today is like mounting a major military offensive. Another was that while the U.S. car buyer loves to cluster about new, bug-cute, small cars at auto shows, when he comes to buy he picks a car—often cheaply secondhand—in which he can tour with the wife and kids. The veteran auto man also knows that, because of labor and overhead, the production of a complete automobile only half as big as a standard \$2,000 sedan will still cost close to \$2,000.

Nash, which is headed by auto veterans, has solutions for most of these problems. It hopes to buy engines, transmissions and other components from automobile makers in Italy, Britain or France, and thus hold its tooling and facility costs to \$8 million. Instead of scaling a big car down, it started by designing N.X.I. as a three-wheeled vehicle, then built into it all it could for \$950, including a fourth wheel. It suspects the car's market lies mostly with young people, "car-and-a-half" families and fleet owners, and it cannot amortize its tooling investment unless the market will buy at least 100,000 cars a year for several years.



"**PUP**," which originated in Spencer, Wis., had a wooden body, top speed of 35 mph, and it cost \$595. A lack of capital ended the \$20,000 company.



"**TOWNE SHOPPER**," announced in 1947, was to be made of aluminum, sell for \$595. Company collapsed in a 1948 forced sale to satisfy creditors.



"**DEL MAR**," described as "America's lowest priced standard car," was priced at \$1,170 f.o.b. San Diego, never achieved substantial production.



"**PLAYBOY**" was called "a product of young, imaginative minds," was to cost \$985 f.o.b. Buffalo. The company made a few, is now trying to reorganize.

only

tissue

V.S. Tissues

made with Celaluxe!

washed in drinking-pure water!

Strong in both directions to hold the hardest sneeze!

MADE WITH CELALUXE
WASHED IN DRINKING-PURE WATER
STRONG IN BOTH DIRECTIONS TO HOLD THE HARDEST SNEEZE
Guaranteed by
Good Housekeeping
Product of America



FATHER of Rembrandt, Harmen Gerritsz van Rijn, was a humble miller. Rembrandt painted him as a proud nobleman with mantle, steel gorget and apparently the same hat and chain Rembrandt wore for the self-portrait on opposite page.



BROTHER of Rembrandt, Adriaen, was a poor shoemaker. He posed—according to many scholars—for this painting of a well-to-do merchant. His weather-beaten face appears in one of the most famous Rembrandt works, *Man in the Gilt Helmet*.



SON of Rembrandt, Titus, sat for portrait of a youth when he was 19. Next to Hendrickje (top, right), Titus modeled for his father more times than any member of the family, posing variously as Joseph, Daniel, the young Christ and Mars.



MISTRESS of Rembrandt, Hendrickje Stoffels, a servant girl in Rembrandt's household in Amsterdam, posed for the artist dressed as Flora, Roman goddess of flowers.

Five Family Portraits

Rembrandt's paintings of himself and his relatives are dramatic highlights of a current New York show

During his lifetime of 63 years Rembrandt, the great Dutch artist of the 17th Century, painted 400 portraits, of which 70 were of his family and 60 of himself. Rembrandt did not do this, however, out of vanity. When commissioned to do portraits for pay, he was forced to comply with the demands of his sitters and deliver flattering surface likenesses. But his real interest lay in the deeper, more reflective aspects of people. So when he was not painting for pay he used someone whom he knew intimately

as his model—a relative or a member of his household or himself. In the friendly seclusion of his home Rembrandt executed many of his most profound and compelling works.

Last week, in a benefit exhibit for the Public Education Association, New York's Wildenstein Gallery put on view a superb collection of Rembrandt paintings. Among them were the family portraits on these pages, whose brooding, shadowy faces appear again and again in the work of the Dutch master.



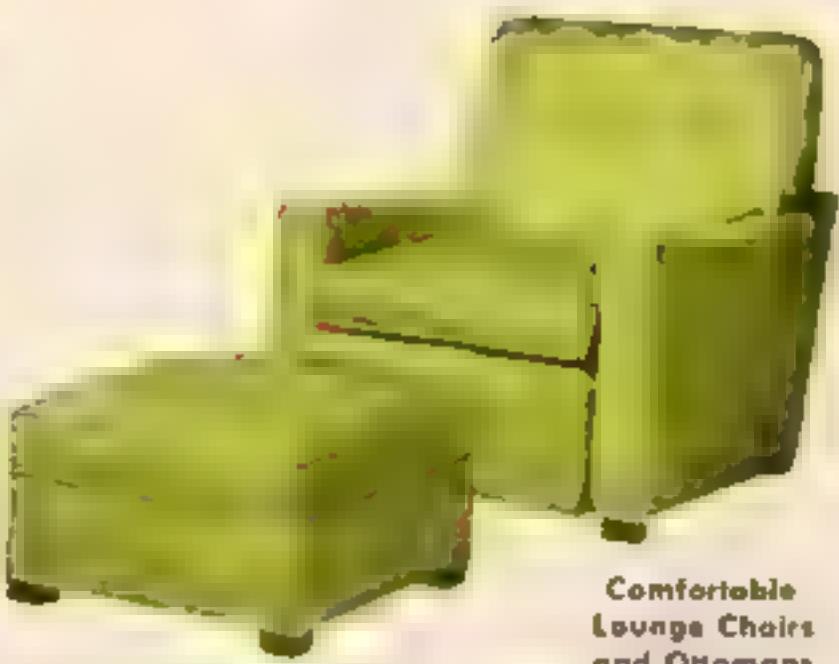
SELF-PORTRAIT AT 24, from the Toledo Museum of Art, was painted when Rembrandt was living with his father in Leiden. He had not yet married the first of his two wives, nor had he yet gone to Amsterdam where he later became famous. Though Rembrandt had rather coarse features, a broad nose and a full boorish mouth, he portrayed himself here as a sensitive and thoughtful young aristocrat.

Look! Amazing

Fea

- Many other stunning designs—
- Choice of fabrics and colors—
- Exclusive comfort construction—

Priced to Fit Every Budget



Comfortable Lounge Chairs and Ottomans



Re-arrangeable Sectional Groupings



Extra Matching Lounge Chair



Kroehler DAVEN-O®
Sofa by Day—
Bed by Night
*Trade-mark Reg.
U.S. Pat. Off.

KROEHLER MFG. CO.
666 Lake Shore Drive, Chicago 11, ILL.

Complete



KROEHLER FURNITURE
Famous for Hidden Qualities
and Exclusive Comfort Features

ture
Value
NEW Styling!

by KROEHLER

(Say KRAY-LER)

Here is new living-room luxury furniture you have always longed for. New Spring colors . . . gorgeous new 1950 style . . . now being shown at your Kroehler dealer. This is your opportunity to furnish or refurnish your home with matchless Kroehler Furniture.



Pillsbury was wide awake

-when you said you wanted pancakes lighter

Ever have a longing for lighter, fluffier pancakes?

Most people have. That's the reason Pillsbury has been improving this famous mix, step by step, until it is now the one mix in America that gives pancakes such remarkable lightness and tenderness.

Rich, golden color. Tempting flavor. And, naturally, simple to make. (Merely add milk.) So don't wait. Find out for yourself how wonderfully light and delicious a stack of pancakes can be!

It's another great mix from Pillsbury, Mix Headquarters. Wonderful for waffles, too. And for good old-time buckwheats—with new lightness—get Pillsbury Buckwheat Mix.



LIGHTER PANCAKES
ARE HERE



You and Ann Pillsbury
can make a great team

Ann Pillsbury has developed a new lightness in pancakes, and has kept all that old-time goodness, too. Now, with this mix, it's easy for you to make really light, delicious pancakes every time.



Pillsbury PANCAKE MIX



3 Original Rogers Silverplated Teaspoons. Exclusive Lady Ann pattern only 50¢ and 6 coupon values. Send to Pillsbury, Box 150, Minneapolis, Minn. Write for free premium booklet on Pillsbury Premium Plan. Savings up to 50% on complete silverware service and other valuable articles. Extra-Value coupons with all Pillsbury packages.



HALF-FINISHED FACE HAS ONE EYE UNTOUCHED (RIGHT). OTHER MADE-UP. NOTICE HOW MUCH LARGER THE MADE-UP EYE LOOKS

1950 EYES

Their make-up is biggest beauty news since lipstick

When word came from Paris this winter that French models were wearing exaggerated make-up on their eyes even with street clothes, the U.S. cosmetics industry realized that here was a chance to exploit a comparatively untouched region of the American female face. What the industry had to offer the U.S. woman was something wickedly called "*Oeil de biche*," which means, innocently enough, "doe eyes." These are achieved by applying eyebrow pencil, shadow and mascara in theatrical quantities (p. 66) to produce an obviously artificial but flattering look. Doe eyes are already visible (at quite a distance) along Fifth Avenue on women who find them a seductive balance to boyish shingled hair. Hollywood, which resisted short haircuts until defeated, insists that doe eyes will set things back 50 years, but cosmetics men disagree. Recalling that the first use of lipstick in the '20s caused a furor but soon made women feel undressed without it, they predict an equally essential future for drawn-on eyes.

*** Pine**

Cough Remedy

*DUE TO COLDS



fast

1950 EYES CONTINUED

HOW NEW EYES GO ON



SHADOW on lid blends from center of lid out, with color heavier toward temple for a wide-eyed look. Lighter tone can be blended up to brow line.

PINE BROS., INC., PHILADELPHIA



PENCIL, drawn from inside corner of upper lid just above the base of the lashes, fans up at the outside corner to look like a continuation of the lash.



LOWER LID is drawn from inside corner just beneath the lashes. A deep brown pencil is usually preferable to black except for very dark brunettes.



EYEBROW is darkened by feathery strokes of pencil. Mascara, generally used for evening make-up, is brushed on the lashes to soften entire effect.



FINISHED MAKE-UP focuses on eyes. Hollywood, against whole idea, calls it "Bride of Frankenstein" face that a nice girl shouldn't take home to mother.

CONTINUED ON PAGE 16

KITCHEN TIPS

by CHORE GIRL



"I'll clean your crusty pots and pans in a jiffy without an ouch. Yes, no ouch because I'm Chore Girl...the original knitted-copper pot cleaner. I don't splinter, get in your fingers or rust. I'm 10¢ everywhere. Be sure it's me. My picture is on the tag."

CHORE GIRL

METAL TEXTILE CORP. • ROSELLE 23, N. J.



Please
send

LIFE



to _____ NAME _____

_____ ADDRESS _____

CITY _____ ZONE _____ STATE _____

ONE YEAR AT \$6.00

(1 year at the single copy price would cost you \$10.40)

I enclose \$ _____

Please Bill Me

Give to your newsdealer or to your local subscription representative

or mail to **LIFE**

540 N Michigan Ave., Chicago 11, Ill.
L-1-30

About LIFE and WINSTON CHURCHILL

Next week, in the issue dated Feb. 6, LIFE will begin its publication of Volume III of Winston Churchill's War Memoirs: *The Grand Alliance*. "The Battle of France was lost," Mr. Churchill concluded at the end of Volume II (LIFE, Mar. 21, 1949). "The Battle of Britain was won. The Battle of the Atlantic had now to be fought." That battle unfolds in LIFE next week, as Churchill the historian draws on the records and recollections of Churchill the wartime prime minister to re-create the events of the year that brought the U.S. and Russia into World War II. LIFE again will supplement its excerpts of these memoirs with many pictures drawn from the store of Churchilliana which our reporters, correspondents and photographers have been collecting since we first purchased exclusive U.S. magazine rights to this monumental work.

Publishing Churchill's memoirs is a rare privilege and pleasure, and probably no one is more aware of this than the staff members who work on the Churchill instalments in LIFE. Expert and skeptical by training and temperament, LIFE's staff of checkers are accustomed to question every single factual statement they see in writing. Diving into our own files and library and consulting outside experts, they search for the best authority to back up every fact set down by the writer. If, for example, they find that someone else uses another date or describes an event differently, they question the author in an effort to determine which of the conflicting "facts" is accurate. Often a writer finds himself obliged to change his manuscript according to the information uncovered by this search for facts. In Mr. Churchill, however, our staff has met a historian whose personal files contain more documentary material than we could ever uncover, and a meticulous and considerate writer who carefully cites his evidence as he goes along.

Mr. Churchill's text comes to us printed in galley form. It is headed "Final Revise," but a subhead warns that it is "subject to proof corrections." Revisions captioned "Mr. Churchill's Overtake Corrections" keep coming from the perfectionist author right up to the time our instalments go to press. In a supplementary note accompanying the galley proofs, Mr. Churchill has even taken the trouble to set down his personal preferences for such things as the type styles to be used in ships' names and foreign words, the capitalizing of points of the compass and geographical areas, the abbreviation of numbers and dates and the use of commas, hyphens and other punctuation. Every new note or revision adds emphasis to a statement that Mr. Churchill made at the London *Times* National Book Exhibition last November: "As an author, I can speak to you about the difficulties and dangers of writing a book, because I have written a great many books. I think by the time I was 25 years old, I had written nearly as many books as Moses."

None of our other writers can claim Mr. Churchill's long-standing intimacy with the hazards of authorship, and our editorial role in the publication of their work varies according to the stature of the writer and the nature of the piece. Our own staff writers, skilled craftsmen who are familiar with LIFE's editorial requirements, join with reporters, photographers and editors to work as a more or less harmonious team. Outside writers, however, are sometimes baffled by the checking, editing and revising that go on around here. If, for example, we were to receive an interesting article about the king of Siam, it would



be read first by staff members familiar with that country, then sent to our Washington bureau to be checked with experts in the State Department and the Siamese embassy. The writer would be confronted with queries raised along the line. In the end most outside writers are grateful for the fact that in writing for LIFE they have at their disposal all of our editorial resources—research, picture facilities, domestic and foreign news bureaus—as well as the normally expected editorial advice.

The writing of Winston Churchill cannot be compared to any other writing LIFE has ever published. As Isaiah Berlin in the September *Atlantic Monthly* said of Volume II: "The quality of Mr. Churchill's work is that of his whole life. His work is built upon the primacy of public over private relationships, upon the supreme value of action, of the battle between simple good and simple evil, between life and death; but above all, battle. . . . Like a great actor . . . upon the stage of history, he speaks his memorable lines with a large unburied and stately utterance in a blaze of light, as is appropriate to a man who knows that his work and his person will remain the object of scrutiny and judgment to many generations. His narrative is a great public performance and has the attribute of formal magnificence. The words, the splendid phrases, the sustained quality of feeling, are a unique medium which conveys his vision of himself and of his world. . . ."

In presenting Winston Churchill's "vision of himself and of his world," LIFE continues its efforts to introduce its readers to the great and interesting personalities of our times. Although every issue of LIFE shows people in pictures, often in pictures which reveal much about their personalities, there are certain things hidden from the lens of a camera which, when discovered, can only be presented in words. These words may be written by the subject himself, as in the case of Mr. Churchill, or they may be written about the subject by a writer of keen observation who can understand and express the unphotographable qualities of a man's mind and heart and spirit. Week after week, in writing of this kind, LIFE's readers meet and share in the adventures of a variety of interesting people. Next week, along with his "vision of himself," Mr. Churchill will throw a new light on several well-known personalities.

LIFE is presenting its excerpts of Volume III in three instalments—the issues of Feb. 6, Feb. 20 and Feb. 27—and these will be extra full issues to allow plenty of space for the many pages of news events, people, entertainment and other exciting picture reporting our readers look forward to each week. The first Churchill instalment will open with some of the personal correspondence which passed between Mr. Churchill and President Roosevelt during the first half of 1941, a period when, Mr. Churchill says, "The President was moving step by step ever more closely with us, and his powerful intervention soon became decisive." Also in next week's issue you will find Mr. Churchill's account of the mysterious "peace mission" of Rudolf Hess, his description of the naval duel in the North Atlantic which ended with the sinking of the world's most powerful battleship, the *Bismarck*, and other of the most dramatic happenings of the first half of 1941. The two later instalments will tell of the invasion of Russia, the Atlantic Charter meeting, the attack on Pearl Harbor. Through the whole work runs proof of one of Churchill's firm beliefs: "Facts are better than dreams."

ANDREW HEISKELL, Publisher

1950 EYES CONTINUED

FAMOUS STAGE EYES



CLEOPATRA, acted by Lilli Palmer in *Caesar and Cleopatra* (pp. 46-48), has 1950 eye make-up which can be worn acceptably on street as on stage.



CARMEN, danced by Renée Jeanmaire in *Les Ballets de Paris*, had the most exaggerated but most authentically French eye make-up of Broadway season.



LORELEI, played by Carol Channing in *Gentlemen Prefer Blondes*, has "batwing eyes" on Broadway. She uses false lashes, dab of lipstick on lids.



All aboard for a great Martini

Cassia from China ...

Valencia peel from Spain ...

Juniper from Italy ...

To these vintage year botanicals, the world's finest ...

Add American grain spirits—
and Hiram Walker's 92 years distilling skill ...

It all adds up to a great gin that puts
any gin drink on the right track to perfection.

HIRAM
WALKER'S Distilled London Dry GIN

90 proof. Distilled from 100% American Grain. Hiram Walker & Sons Inc., Peoria, Ill.



*The Best Buys
in Town* are being featured
at the Food Stores Celebrating the

CUDAHY Diamond Anniversary

All through 1950, the shelves and refrigerators of America's finest food stores will be loaded with delicious Cudahy foods—*the best buys in town!* Special sales all year long will celebrate a big event in Cudahy history—our *Diamond Anniversary*.

In all our sixty years of producing fine foods, every Cudahy product has always been the finest of its kind. Your grocer invites you—we invite you—to join us in celebrating the Cudahy Diamond Anniversary. Take home our fine foods and we're confident you'll agree with us that . . . "After all, the Taste Tells."

THE CUDAHY PACKING CO., CHICAGO, ILL.



You'll enjoy ALL
these delicious Cudahy Foods

DELRICH MARGARINE
PURITAN HAM, SLICED BACON,
PORK SAUSAGE and FRANKFURTERS
CUDAHY ROAST BEEF HASH,
BEEF WITH GRAVY,
MEAT and SPAGHETTI
TANG
SUNLIGHT BUTTER, EGGS,
CHEESE, POULTRY.

*These are just a few of the many fine products
that bear the famous Cudahy name*



THE COVERED WAGONS PAUSE AT JAMES CROW'S DISTILLERY

Many a west-bound Forty-Niner stopped to enjoy a bit of Kentucky hospitality at Colonel Crow's little log cabin distillery.

OLD CROW

Kentucky Straight Bourbon Whiskey

Exacting judges of whiskey still pause for a bit of this fine hospitality—although they may be thousands of miles from Kentucky. For the fame of James Crow's whiskey has spread far and wide since the days of the covered wagon. Wherever you go, those in the know ask for Old Crow.

A TRULY GREAT NAME

Among America's Great Whiskies



100 PROOF • NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK

UPSIDE-DOWN BABY

Photographer discovers her picture looks right wrong side up

The baby below is a 9-month-old of Ashland City, Tenn. The picture was made by her cousin, Photographer Constance Bannister. When Miss Bannister inadvertently turned the picture upside down, she discovered that the peculiar position of the baby's eyes made it look right side up. Thus the view of the baby at the right, although it is right side up, appears to be

upside down while the upside-down view below looks right side up. In other words, by turning this page upside down a right-side-up view of the upside-down picture, which is printed upside down, may be obtained, but this will make the right-side-up view upside down. Right side up or upside down, the name of Constance Bannister's young cousin is Mary Lou Hogue.



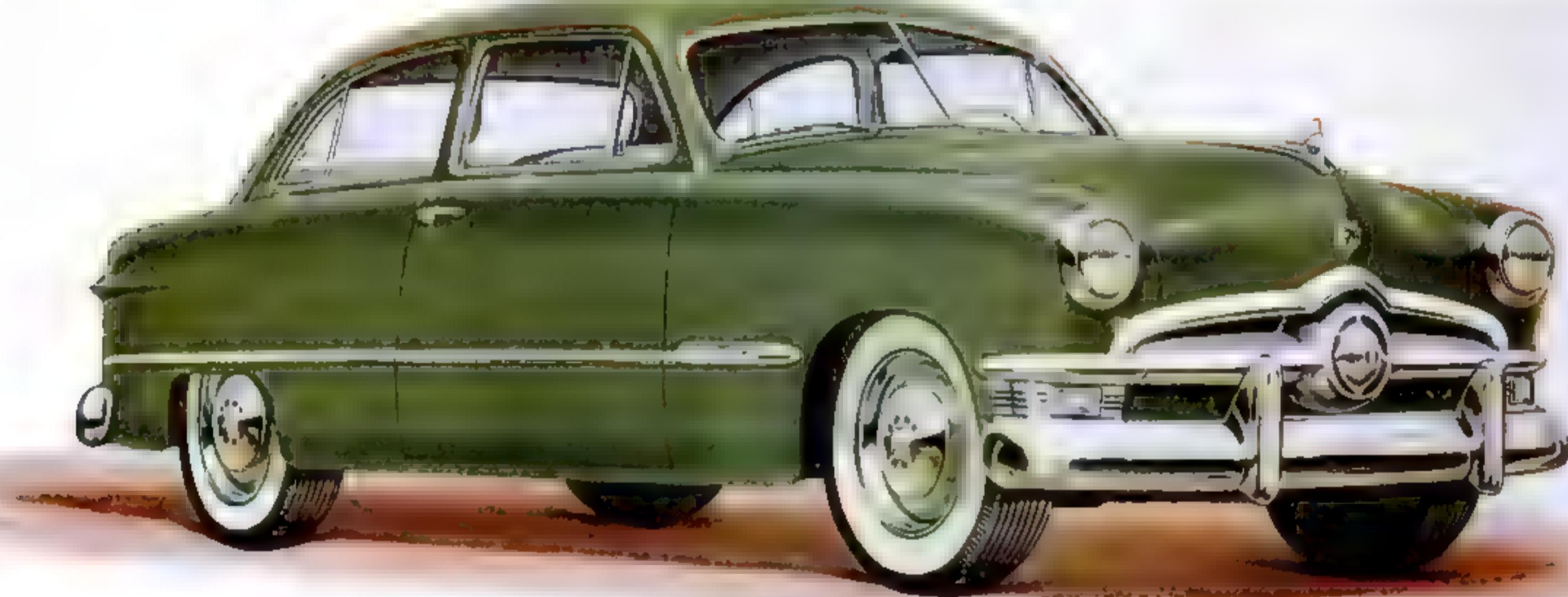
RIGHT-SIDE-UP VIEW OF THE UPSIDE-DOWN BABY



THIS UPSIDE-DOWN VIEW GIVES THE INCORRECT IMPRESSION THAT THE BABY IS RIGHT SIDE UP AND CLINGING FIRMLY TO THE CEILING



THE ONE FINE CAR in the low-price field



WHAT KIND OF ENGINES power America's finest cars? V-8's! What kind powers the '50 Ford? A 100-horsepower V-8! What other low-priced car has a V-8? None! And only Ford offers your choice of 100 h.p. V-8 or 95 h.p. Six.

WHAT KIND OF BRAKES does Ford have? Ford has King-Size Brakes—with "Magic Action" that uses part of the car's forward momentum for increased stopping power. That's one reason why Ford brakes stop you with 35% less pedal pressure!

WHAT KIND OF A BODY does the '50 Ford have? Ford's own "Lifeguard" body of heavy gauge steel! What's more, the Ford "Lifeguard" body is "sound-conditioned" in roof, doors and panels—so your ride is not only safe but quiet!

White sidewall tires
optional, at extra cost

The '50
FORD

*There's a **Ford** in your future...with a future built in*

WHAT KIND OF A RIDE does Ford give you? A hushed "Mid Ship" ride—you travel in the balanced center section of the car—cushioned by Ford's famous "Hydra-Coil" Front Springs, "Para-Flex" Rear Springs.

WHAT KIND OF STYLE does Ford give you? "Fashion Car" styling—styling that stays out in front because Ford stylists are forward looking... They join with Ford engineers in a single objective—to make Ford the one fine car in the low-price field.



JEAN BARNES, HER HANDS COVERED BY A STERILE SHEET, GRINS HAPPILY AS SHE HOLDS HER NEWBORN DAUGHTER KAREN IN THE CHILD'S FIRST MOMENT OF LIFE

NATURAL CHILDBIRTH

YOUNG MOTHER HAS HER BABY WITH NO FEAR, LITTLE PAIN

PHOTOGRAPHED FOR LIFE BY DAVID LINTON

The moment caught in the picture above—a portrait of mother and child taken just 50 seconds after the moment of birth—is the dramatic climax of a delivery performed under a new obstetrical program which its advocates call natural childbirth. The mother, Mrs. Charles Barnes, fully conscious and filled with pride, feels no distressing pain or discomfort from the experience she has just been through. In her hands she holds her new baby as the infant draws its first independent breaths of life. The doctor who delivered the baby still has not cut the umbilical cord by which the child was nourished and sustained during the nine months of gestation. For Jean Barnes this moment was the fulfillment of the long course of preparation designed to make the usually wracking experience of childbirth as nearly painless as possible.

The natural childbirth method which Mrs. Barnes used is, first of all, not a number of things with which it has been confused. It is not childbirth by hypnosis; nor is it childbirth without pain or without drugs. It is simply childbirth without fear.

Doctors know that fear of pain can in fact produce real pain, that mental fears are translated into physical tensions, which in pregnancy and

childbirth cause needless strain. The program of natural childbirth prepares the mother physically and mentally, through exercise and education, for the changes that occur in her body during pregnancy and for the new sensations she will have as she approaches delivery. In stressing the fact that most—though not all—births are uncomplicated and can be accomplished with a minimum of drugs and artificial aids, the method is a return to the natural, age-old pattern of childbirth. To the extent that it prepares women for childbearing, it is new. Many doctors question whether the program can do all its advocates claim for it, and some feel that in many places doctors' and nurses' time is too limited to support such a training routine. But most admit the general merits of such preparation.

Natural childbirth was first popularly recommended by Dr. Grantly Dick Read, a British obstetrician whose techniques have been picked up and modified by doctors in several countries, including the U.S. The first U.S. hospital to introduce natural childbirth as a general service for all obstetrical patients was the Grace-New Haven Community Hospital at New Haven, Conn., working with the Yale University schools of medicine and nursing. It was in this hospital that Jean Barnes's baby was born.



EXERCISING DURING PREGNANCY, Jean Barnes sits tailor-fashion with feet together to improve mobility of hip joints.



ABDOMINAL BREATHING is most important single exercise because it helps mother relax properly during first stage of labor.



CHEST BREATHING is used in final stage of delivery.



USING A CUTAWAY MODEL, DOCTOR EXPLAINS WHAT HAPPENS IN DELIVERY

EXERCISING PREPARES

An expectant mother can enroll in the natural childbirth program at the New Haven hospital at any stage of her pregnancy. Jean Barnes, who is 25 years old and the wife of a South Norwalk, Conn. life insurance salesman, was in her third month when she went to the clinic for the first time. She and her husband had been married a year. Except for what she could remember from her college biology course, she knew little about the process of pregnancy and childbirth. She was not particularly afraid of having a baby. What she dreaded most was the prospect of having to take gas—a hangover from the bad time she had with anesthetic as a little girl when her tonsils were removed.

Mrs. Barnes started out by attending lectures on the reproductive system. She went to classes where she learned exercises (above) to strengthen the muscles that would do most of the work when her time came. Later



IN EARLY LABOR in the hospital Mrs. Barnes plays canasta with husband as a nurse and doctor watch. It was 5 a.m., 2½ hours after she arrived. She won game.



FATHER LISTENS to heartbeat of unborn baby while nurse holds stethoscope to abdomen with rubber band. Mrs. Barnes rests hand on her husband's shoulder.



ery of baby to help mother bear down repeatedly.



RELAXATION of all the muscles of the body is achieved in this position. The weight of the unborn baby is supported by the bed.



SQUATTING is basically the same position as that required on the delivery table. It also permits housework without back strain.

MOTHER FOR LABOR

on she inspected all the hospital facilities that would be at her disposal.

The program also brought in that usually forgotten man, the father. Mr. Barnes attended two lectures for fathers-to-be and, in the final weeks, went with his wife to confer with a pediatrician and a psychiatrist about child development, behavior and needs. Including her husband in all this gave Mrs. Barnes a feeling of greater security. An important part of the security was the comforting knowledge that her husband, as well as a hospital nurse, would stay with her all through her labor (*below*) until she was moved into the delivery room. Mrs. Barnes's baby came two days later than the doctor expected, so, like many young first mothers, she hurried to the hospital at the first faint signs of labor. She was in the hospital for 14 hours before true labor finally started, and spent most of the time resting, chatting, playing cards with her husband and timing her pains.



MRS. BARNES (RIGHT) AND OTHER EXPECTANT MOTHERS TRY PELVIC ROCKING



AFTER A BRIEF NAP Mrs. Barnes awakens and, reassured to find her husband still there, reaches up to take his hand. He remained at wife's side for 18 hours.



NEAR FINAL STAGE, she lies on side in position she had learned. Dr. Robert Wyatt presses back to relieve pain. It is 8:30 p.m., she is drowsy from sedative.

NATURAL CHILDBIRTH CONTINUED

MOTHER IS CONSCIOUS ALL DURING DELIVERY

The scenes below chronicle Jean Barnes in childbirth. She went into the delivery room cheerful, unafraid and excited mostly by the doctor's promise that in an overhead mirror she could watch her baby being born. Beside her on the pillow was a mask through which nitrous oxide could be administered, but she never felt a need for the anesthetic. The exercises she had practiced for months had taught her how best to breathe



①



⑤

9:25 P.M. Mrs. Barnes now is in final labor. The veins in her neck stand out as she strains. Nurse (background) stood by throughout delivery to assist mother.



②



⑥

10:43 P.M. Barely 30 minutes following delivery, mother holds baby to breast while still in delivery room. There is no milk yet, but baby suckles instinctively.



HOWARD F. DUGAN
Vice President, Hotels Statler Company, Inc.; Past President American Hotel Association; Member Executive Committee L. B. I.



NORMAN FELDMAN
General Manager, Federal Wine & Liquor Co., distributor; President, Wine & Spirits Wholesalers of America, Incorporated.



M. W. GRIGGS
President, Griggs, Cooper & Company, food and liquor distributors; Past President, National-American Wholesale Grocers Association.



ROYAL IRVING
Owner and General Manager, Buxton-Smith Mercantile Co. Formerly commercial grower and marketer of potatoes.



BENJAMIN JOSEPHS
President, Austin Liquor Co., Inc.; President, Ridgewood Homes Inc., merchant builders. Formerly a public accountant.

you ought to know more about



THOMAS F. McCARTHY
President, Austin, Nichols & Co., Inc., distributor. A career executive with this firm, originally one of the largest wholesale grocers.



EMMETT McGINN
Executive Secretary, Retail Liquor Dealers of Pennsylvania. Past President, Associated Tavern Owners of America.



JOHN G. MARTIN
President, G. P. Heublein & Bros., Inc. Joined the Food Division of Heublein in 1929 after graduation from college.



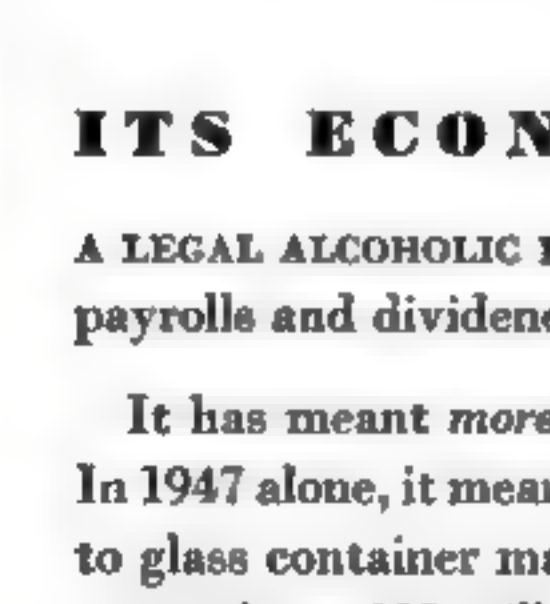
CLAIR MAXWELL
President, Maxwell Liquors, Inc. Formerly publisher of the original LIFE magazine, later associate manager of the present LIFE.



BUFORD PENLAND
Vice President, Southwestern Drug Corporation and General Manager of its Liquor Division. A 30 year veteran in drug wholesaling.



JOSEPH G. RINGWALT
President, Joseph Garneau Co., Inc., importers; President, Nat'l. Assn. of Alcoholic Beverage Importers, Inc. Formerly an insurance executive.



ROBERT D. ROSSI
Vice President, Di Georgia Wine Company. Formerly Vice President, Italian-Sicilian Colony.



GEORGE F. YOUNG
General Manager and Treasurer, Young's Market Company. Engaged in the wholesale and retail food business for many years.

ITS ECONOMIC CONTRIBUTIONS

A LEGAL ALCOHOLIC BEVERAGES INDUSTRY has meant more than jobs and payrolls and dividends.

It has meant more business for over 400 other industries and services. In 1947 alone, it meant \$568 million to the farmer for his crops, \$132 million to glass container makers, \$75 million to barrel makers, \$52½ million to can makers, \$83 million to the railroads for freight.

It has meant a \$9 billion investment in America's future—the capital worth of plants, equipment and inventories of the industry's producers, distributors and retailers.

It has meant enormous tax revenue for Federal, state and local governments... \$30 billion since 1933.

THIS MESSAGE is sponsored by the producers and distributors of alcoholic beverages. As citizens and businessmen, we stand for the following aims in your community:

...the encouragement of moderation, by word and by example.

...the licensing of only orderly places of business.

...the strict observance and enforcement of the law.

LICENSED BEVERAGE INDUSTRIES, INC.

10 EAST 40TH STREET, NEW YORK 16, N. Y.

LDI



TO DOWNING STREET IN 1920 Attlee (right) marched with other Laborite mayors to protest against unemployment. He was then mayor of the slum borough of Stepney.

DURING the Potsdam Conference in 1945 two officers, one American and the other British, were crossing the palace courtyard when a line of official cars drove in and rolled up to the door. "Here are our people," the British officer said, pointing as the members of the British delegation got out and assembled at the steps. "There's Winston, and Attlee, and Montgomery and Eden. . . ."

"I've never seen Attlee," the American said. "Which one is he?"

"He's over there, near Eden."

"The one with the brown hat?"

"No, no," the other said. "The one that . . . uh . . . looks like Churchill's valet."

"Oh, yes," the American said, picking him out at once.

Probably there is no truth at all in this story, which can be heard in various versions in some of the best clubs in London. If it is invented, it is all the more typical of the stories that circulate about Clement Richard Attlee, Prime Minister of Great Britain, leader of the British Labor party and sponsor of one of the greatest revolutions in the history of the world—a revolution that resembles him, the wits hurry to point out, in being bloodless.

Indeed, judging by the spontaneous smiles when his name is mentioned and the usual rejoinder beginning, "Have you heard the one about . . ." one could conclude that Attlee is the greatest humorous attraction in British life since Charlie Chaplin left the music halls.

There is the one about the tourist who went around late in the evening to have a look at 10 Downing Street, the official residence of the prime minister, and was surprised to see the door open and the cat put Mr. Attlee out.

And the one during the late 1930s when Neville Chamberlain was prime minister and Attlee, as head of the Opposition, faced him in parliamentary debate. After a certain interchange:

1st M.P.: "What an old rabbit that Chamberlain is."

2nd M.P.: "Yes, and Attlee stood up to him with all the unbridled ferocity of a lettuce leaf."

And the one at the time of the "Stanley scandal," which involved a junior cabinet minister in charges of bribe-taking and greatly embarrassed the Labor government. M.P.s went around shaking their heads and saying to one another, "This would never have happened if good old Attlee had been alive."

Like the Roosevelt jokes the humor of these depends a good deal on where one stands politically. But even a good many Laborites enjoy them too, in a wry sort of way, and pass them on with evident relish. "The joke is on us, of course," they seem to imply, "—but isn't it a classic?"

When one inspects the victim of all this jollity, the facts appear to support the stories. Attlee's personal appearance is unremarkable to the point of anonymity. He is of medium height (5 feet, 7½ inches) and slight build (140 pounds), with rather small brown eyes and a bald head fringed with brown hair, now graying. He has a gray mustache of no distinction and a somewhat sharp nose. His public personality, when not merely neutral,

CLEMENT ATTLEE

After years as Labor's little man who was always there, he now leads admiring party in crucial election

by ROBERT COUGHLAN

is marked by a sort of chronic embarrassment. He blushes easily and in the stress of an ordinary conversation often twines his hands together until the knuckles whiten. He has no small talk, and although he is a polite and even friendly listener any purely social interchange with him soon dribbles to a stop. Talking with him, it has been said, is like driving tennis balls into a net. A leading Conservative M.P. has described, with gusto, the impression he makes in Parliament: "Look at the way he *slinks* down the corridors with his furtive air, the way he clutches the dispatch box as if it were the dearest thing in life, the way he slides down on the back of his neck during debate. He is a man surprised—absolutely surprised at being Prime Minister and hoping that no one will notice the mistake."

Possibly there is something in this. A born introvert, Attlee doubtless is aware of his shortcomings for political leadership of the traditional sort, and he has every reason to be surprised at the role destiny has handed him. It is a source of perhaps even greater surprise to many of the leaders of the Labor party who serve under him. Thirty years ago, when Bevin, Greenwood, Morrison, Alexander and the others were entering public life, any sensible judge of politics and politicians would have put Attlee's prospects far down the list. And although Attlee has led the party officially since 1935, and in effect for some time before that, until recently there was a feeling among many of the members that it was all somehow temporary, that a mistake had in fact been made and would be put aright, and another leader installed, just as soon as they could conveniently get around to it.

The £64 question

YET not only has Attlee survived to become prime minister, with all the mighty connotations of that office, but for the first time in his career he is without challengers from within his own ranks. Today he is not merely the titular head but in many respects the boss and strong man of the Labor party. He will lead the party into the British general election a few weeks from now; and if Labor wins again, he will start on his second term as prime minister.

Inasmuch as both Attlee and the Labor party are complex organisms, there is no simple answer to the riddle. Attlee is often explained away as a political accident or the lucky beneficiary of personal feuds among his chief potential rivals. Those are good partial answers. It would be equally valid, on the other hand, to say simply that he is a living example of the power of Christian love, and of the faith that moves mountains. He can even be explained, again partly and most curiously, by the fact that he is a very modest, very honest, very unassuming and very colorless man. But the full answer, insofar as such a political oddity can be understood fully, lies in the interlocking histories of Attlee and the strangely hybridized party he leads.

Attlee and the party grew up together. He was born in 1883, a few years after the first workingmen had ventured to get themselves elected to the House of Commons, "the best club in the world." He was 17 before there

CONTINUED ON PAGE 88



AT DOWNING STREET IN 1950 Attlee rounds out first term as Prime Minister of Britain - first truly socialist government. In years since he marched there as a Labor

mavor (*opposite page*), he has become the confident leader of a great mass movement of lower- and middle-class workers. Portraits on stair are of previous British statesmen.

3 GOALS AHEAD!

CHOOSE THE ONE BLENDED WHISKEY THAT GIVES YOU ALL 3

Every drop
90 PROOF
rich, robust, delicious!

CHOICE QUALITY
* 35% Straight Whiskies
65% Grain Neutral Spirits

WINNING PRICE
America's Greatest
Whiskey Value!

FLEISCHMANN'S

PREFERRED

* THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 35% STRAIGHT WHISKIES. 65% NEUTRAL SPIRITS DISTILLED FROM GRAIN. 90 PROOF. BLENDED WHISKEY. THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N.Y.

ATTLEE CONTINUED

was any national effort on the part of the trade unions to seat representatives in Commons, and 23 when the Labor party was organized formally. Both he and the party were to arrive, without any clear early purpose, at a totally unforeseen end.

He was born in the unrevolutionary environment of Putney, a respectable suburb of London, into a staunchly middle-class family. There were eight children; he was the fourth son and seventh child, and even then was often overlooked in the crowd. His father, a descendant of a prosperous milling family, was a solicitor, the senior partner of a firm of solicitors with offices in London and, in due course, a president of the Law Society of London. Henry Attlee was a Liberal, which meant that he was substantially more conservative than today's Conservatives; his wife Ellen was a Conservative by inheritance from her father, but rarely mentioned it, as she disliked any form of argument. She taught Clement at home until he was 9, with the help of a series of governesses. One, a Miss Hutchinson, had worked previously at the home of Lord Randolph Churchill, where she had charge of a little boy named Winston, whom she remembered later as having been "extremely strong-willed." She died before it seemed interesting to anyone to know what she thought of Clement.

From other sources, however, it is recalled that he was a shy, unobtrusive boy who liked to read and to find his pleasures within the orbit of the large family. He was only fair at games, which was a disadvantage when he went off to his first school, a small one called Northaw Place run by two cricket-crazed clergymen. After four rather profitless years he went on to Haileybury College, equivalent to an American preparatory school, where he received the mixed benefits of a standard English "public school" education, and where he did his best to conform to pattern. He played rugger and cricket, although failing to win a "cap" in either, and soldiered with the Junior Volunteer Corps. He struggled to overcome his shyness

and made a few friends. He read the classics and a good deal of history but learned little science and no political science, which were thought unimportant by the school. When he left to go to Oxford he had no political opinions beyond a general belief in King, Empire and the Conservative party.

Oxford did nothing to change his mind. His best subject still was history, and he took little interest in modern politics. "I had fallen under the spell of the Renaissance," he has recalled. "I admired strong ruthless rulers. I professed ultra-Tory opinions." In his last year, facing up to the fact that soon he would have to earn a living, he began to read law. After leaving Oxford he passed his bar examination and entered a law firm whose leading member was Henry Dickens, son of the novelist.

But it was not a very active office, and Attlee, as its most junior member, found little to do. One day, with his younger brother Lawrence, he set off to Limehouse, one of the worst of the London slums. Haileybury maintained a boys' club there. Attlee, according to his own recollection, wanted to see "what they did there with the money which we and others subscribed."

This casual excursion was the turning point in his life. For Attlee in his middle-class innocence, was dismayed by what he found. With disturbed fascination, he came back for further visits and grew to know the slum boys and their parents. They seemed to be good people, responsive to kindness, intelligent, moral and hardworking. But if their poverty was not wholly or even largely their own fault, then whose fault was it? Uneasily Attlee struggled to the conclusion that there was something wrong with the social and economic system that produced these conditions.

He began to study economics and political science. In a basic and final sense, however, the book that influenced him most undoubtedly was the Bible. He had had it crammed into him as a boy, at home and at school. He had been more bored than inspired at the time, but when he began his search for a moral solution to a social situation he had recognized as immoral, the rote learning slowly became meaningful. In this, as in many other respects, he typifies a large number of other British socialists. He has written: "... The Bible is full of revolutionary teaching, and it is not surprising that, in a country where thought is free, many men and women have

PAL HOLLOW GROUND

Your Best Blade Buy!

Shaves you better • Costs you less

PROVE IT YOURSELF AT OUR EXPENSE



RAY MEAD
Superintendent of Plants
Pal Blade Co., Inc.

"I have made over 5 billion blades in the last 25 years and it's my honest conviction that the new Pal Hollow Ground are vastly superior to any blade of their type ever produced. There are numerous technical reasons for this, including the exclusive, patented Hollow Ground feature illustrated at right. But I know you are more interested in shaving results. Therefore, I urge you to try these blades on my say-so. Under my Company's guarantee, there's no cost to you unless you're 100% satisfied."

G.R. Mead

Make the test Mr. Mead suggests. Prove to yourself that Pal Blades are everything we say they are! Buy a package of PALS...use as many as you wish. Then, if you don't agree that they're your best blade buy...more shaves, better shaves, at lowest cost. return the dispenser to us for refund of full purchase price. (If your dealer can't supply you, send us his name and address. Order type blades wanted and enclose payment. We'll reimburse dealer.)

Pal Blade Co., Inc., Dept. L-1, 43 W. 57 St., N.Y. 19



PAL-Hollow
Ground like a
barber's razor



Usual blade-
ground like a
jackknife

INJECTOR BLADES

Fit your injector razor perfectly

20 for 59¢

10 for 39¢ • 6 for 25¢

(Trial Size)

SINGLE and DOUBLE EDGE
in ZIPAK® dispenser

44 for 98¢

21 for 49¢ • 10 for 25¢

PAL single or double edge in regular packing, 4 for 10¢

Pal takes the **H** out of **SAVING**
and leaves you a **SAVING!**



PAL HOLLOW GROUND BLADES ARE MADE IN PLATTSBURG, N.Y., MONTREAL, GLASGOW, BUENOS AIRES—AND SOLD ALL OVER THE WORLD

SNAP SNAP SNAP

your fingers at undie bills

Yes—it's a snap to save money—with panties, gowns and slips of Spun-lo. Undies of this quality fabric cost so little and wear so long—you save in two ways. Action-loving—spring back to shape after every move. Fast friends to you and your budget—these quality undies of Spun-lo.

always look for the Spun-lo-label... it means extra value for you.

ACCREDITED MEMBER OF THE
Good Housekeeping
INSTITUTE

INDUSTRIAL RAYON CORPORATION, CLEVELAND, OHIO
PRODUCERS OF CONTINUOUS PROCESS YARNS AND TYRON FOR TIRES



SOCIAL WORKER ATTLEE organized alum boys into groups for athletics and trips to London parks and museums. Old friends from his Limehouse days still are his most loyal constituents. When he visits them now he loses his shyness and his "enormous sense of privacy," becomes relaxed and approachable.

ATTLEE CONTINUED

drawn from it the support which they needed for their instinctive revolt against the inhuman conditions which capitalism brings. . . . In no other country has Christianity become converted to Socialism to such an extent as in Britain. In no other Socialist movement has Christian thought had such a powerful leavening effect."

Attlee had gone down to Limehouse first in October 1905, when he was 22. It was almost two years later when his inner struggle led him to accept socialism as the cure for what he saw; and it was within a few weeks of that time that he left his comfortable nest with his family at Putney to take up residence at Haileybury House. The resident manager had resigned, and Attlee accepted the position when it was offered him. He was to stay in or near Limehouse, with the exception of the war years, for 15 years. He would enter local politics, fill various offices in the municipality and finally represent it and the contiguous area in Parliament. Through the respect he gained among its people he would be returned again and again to Parliament, surviving every misfortune of his party, until circumstances made him first deputy leader and then leader of the Labor party, and finally prime minister.

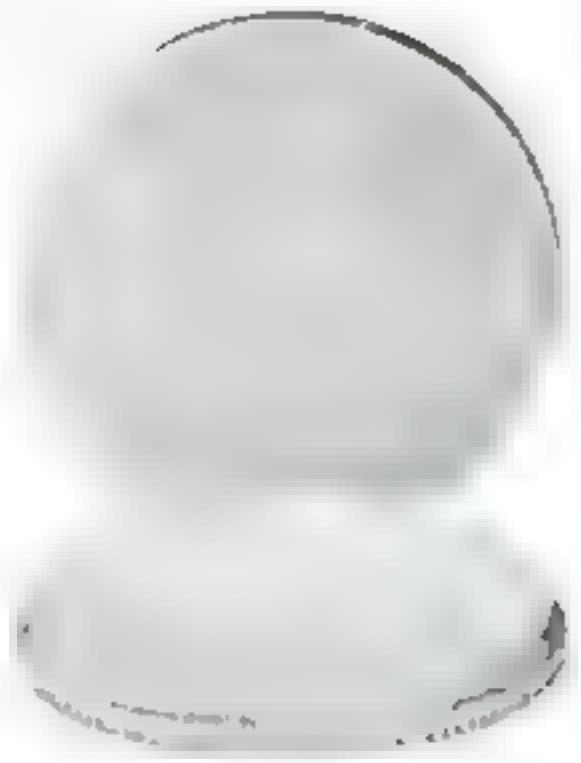
How the party grew

AT the time it was almost inconceivable that a few decades would install a socialist government in power. "Reform" was in the hands of the Liberal party, many of whose members were more radical than the present leaders of the Labor party then were. The Labor party itself was only a year old, and socialism was no part of its program. It owed its existence mainly to the fact that the courts recently had handed down rulings that limited the unions' right to strike, and the union leaders wanted parliamentary representation so as to get the law changed. There was, to be sure, a socialist movement in the country, but its parts would not come together into a coherent whole for another dozen years. The tireless Webbs, Sidney and Beatrice, were the center of a group of intellectuals who called themselves Fabians (after the Roman general who caused the defeat of Hannibal by avoiding battle and letting him tire himself and his armies out) and who, in a steady stream of pamphlets, articles and books, were building a foundation of research and theory for a semisocialized society envisaged for the future. There were a number of consumer cooperatives of a dimly socialist inclination. And there was the Independent Labor party, which had an out-and-out socialist aim but little popular support, and which Attlee joined as soon as he had made his decision. These facts made his action seem all the more eccentric. It was as incredible to the few socialist workers that a "gentleman" should turn up among them as it was to Attlee's own middle-class acquaintances that he should abandon them. In doing so, Attlee demonstrated a character trait that was to see him through many complex difficulties and to confuse his friends and enemies alike: a quietly inflexible determination to do exactly what his conscience told him to do.

He learned a great deal in Limehouse that was to be useful to him later. Overcoming his aversion to being looked at by large numbers of people, he went out to speak at union meetings, at gatherings of fellow socialists and social workers, and very often to harangue street crowds from a soapbox. Although he never became an orator, he at least learned to speak easily and to think on his feet. He learned

Who is she?

She's lovely Lillian Marcuson...a camera dream-girl, according to photographer Richard Litwin. Her flower-fresh beauty never wilts even under studio lights. Lillian uses DuBarry Sophisti-creme, the velvety cream-cake makeup that lasts hours long. Smoothing, protecting...it's hypo-allergenic—good for your skin. Helps fade tiny flaws. Just stroke it on...no water needed. Comes in 6 flattering shades. Try Sophisti-creme today and see how wonderfully easy it is to be a DuBarry beauty!



DuBarry
BEAUTY PREPARATIONS BY
Richard Hudnut

Makers of the Richard Hudnut Home Permanent

M-G-M
presents with
love!



A Metro-Goldwyn-Mayer Picture

FRANK MORGAN

Marilyn Maxwell • James Gleason
Lewis Stone • Raymond Walburn
Screen play by Robert Riley Crotcher
Based on a story by Albert Deich
Directed by GEORGE SIDNEY
Produced by Z. WAYNE GRIFFIN



ATTLEES ASSEMBLED for family picture in 1945 near end of war. Around Attlee are (left to right) Felicity, now a teacher; Martin, an advertising man; Alison, now a matron at a boys' school; Mrs. Attlee; and Janet, who married an engineer. Mrs. Attlee dislikes politics and wishes her husband would retire. But she is a pleasant hostess, helps him survive strains of official entertaining.

ATTLEE CONTINUED

also to know the problems of the poor from intimate experience. "You seem to assume that *everyone* can store domestic coal in the summer for winter use," he once said to an official who had proposed a fuel-rationing scheme. "The people of the East End haven't anywhere to store it. . . . When I lived there I kept it under the bed. And at first I bought too big a sack and had to sleep on a mattress with a hump like a camel." And he learned the left-wing movement in British politics in all its then fractional and often warring parts. Most significantly for the future, he learned to know the British Communists and their political methods. For a while he collaborated with them in publishing a workers' newspaper: he would never afterward be tempted to ally himself with them.

By 1912 he had become a lecturer on social science at the London School of Economics, an institution largely created by the Webbs, and he was there when the 1914 war broke out. He volunteered and finally was shipped out to take part in the Gallipoli campaign, the flanking maneuver by which First Lord of the Admiralty Winston Churchill hoped to win the war. He was badly wounded but recovered in time to serve again in France. He was mustered out as a major and by 1919 was back again at the London School in his old job.

He came back to find that great changes had taken place in the political and economic thinking of large parts of the population. The war had shown how production could be increased by a planned national effort and, by conscripting industry as well as men, had modified previous conceptions of the rights of private property. Only a year before, the Labor party had converted itself from an amorphous federation of unions and allied cooperatives into a coherent party that embraced the Fabians and adopted socialism as its goal. As a result Attlee's hard work before the war began to pay off. Soon he was sitting on numerous boards, councils and joint committees in the Borough and in Greater London; and when a national election came in 1922, he ran for Parliament and won. Ramsay MacDonald, the party's leader, chose him for the trusted position of parliamentary private secretary and a year later, when the Laborites and Liberals combined to form a government under MacDonald, he was made undersecretary of state for war. Thus, in the less than five years since he had been in the army, Attlee had risen from a political nothing to a job just below Cabinet level. He was then 41 and suddenly an important man.

A family man

BUT it was not to last long. Within a year the Liberals withdrew their support and forced another election, which the Conservatives won by a large majority. As an unassuming, still rather junior member, Attlee did not rank among the important spokesmen of the Labor Opposition. There was work to do, of course; but the next five years passed in semiobscurity. The most important events were at home. In 1922 he had married Violet Millar, the sister of an old

M-G-M
presents with
kisses!



THEY CLICK LIKE A KEY IN A LOCK!

Gable at his gayest and Gable-est in the kind of role you love! As a cocky, kidding, baby-kissing Mayor... and lucky, lovely Loretta as the baby!

CONTINUED ON PAGE 28

Welcome winter change!

Enjoy rum drinks as served at the new
Caribe Hilton, San Juan, Puerto Rico



CARIBE HILTON SPECIALS...FOR YOU TO ENJOY

At the splendid new Hotel Caribe Hilton—at its luxurious Club Caribe and Caribar, happy guests are discovering these wonderful drinks made with smooth, mellow Puerto Rican rum. Here, in the recipes of the very drinks they are enjoying, you

too can find a welcome winter change with Puerto Rican rum...so dry, so light, so right to serve to guests in your own home! Be sure to ask your dealer for a Puerto Rican rum...gold or white, there are many fine brands to choose from.

RUM OLD FASHIONED

1 Jigger golden Puerto Rican rum
1 lump sugar
Dash of Angostura bitters
Splash of soda

Crush sugar with bitters in glass. Add soda, golden Puerto Rican rum, ice and stir. Add orange slice, twist of lemon peel. Result—a new and welcome change in old-fashionedness! This one's light and distinctive!

DAIQUIRI COCKTAIL

1 Jigger white Puerto Rican rum
Juice of ½ fresh lime
(or ½ fresh lemon)
1 teaspoon sugar

Shake well with cracked ice. Strain into glass. Serve proudly, because you're a good host! And be sure to use Puerto Rican rum...America's favorite rum because it's so smooth!

RUM AND COLA

1 Jigger Puerto Rican rum (always satisfying and a fine mixer)
Juice of ½ fresh lemon
Add ice and fill with cola

Mighty easy to make—mighty easy to take—and at the peak of perfection with Puerto Rican rum! So dry and smooth—because of the Puerto Rican rum—so light and pleasant you're sure to want another!

There are many fine brands—these words on every bottle

Puerto Rican Rum

Light and Dry—not sweet or heavy

why MONKEY AROUND



with eggs and milk to bake a cake ?

Cinch Cake Mix has everything needed

. . . You just add water, mix and bake

You'll serve the lightest and
Richest cake you ever made





RAMSAY MACDONALD, Labor Prime Minister in 1924 and 1929-31, abandoned party to head a nonpartisan, depression-time National government. He was facile, handsome, charming, emotional, conceited and a brilliant speaker—the direct opposite of Attlee temperamentally. To the Laborites, still smarting under his "betrayal," this is a strong psychological point in Attlee's favor.

ATTLEE CONTINUED

friend at Oxford, and soon small Attlees began to come along at eugenically spaced intervals: Janet in 1923, Felicity in 1925, Martin in 1927 and Alison in 1930. He had moved from Limehouse to a house in a nearby suburb when he was married; and there he gardened, developed a hobby of building homemade furniture and watched his family grow. Seeing him then, at 45, mild and domesticated, indistinguishable from the minor officials and shopkeepers who were his neighbors, he might have seemed to be at the peak of a quite ordinary career.

Matters were hardly improved at first when Labor came back into power in the 1929 elections. MacDonald was again prime minister; but Attlee, despite his reasonable expectations that he would be included in the government, was passed over, a cutting indication of the opinion the party leaders had of him. After a desolate year on the back benches he was given the minor office of chancellor of the Duchy of Lancaster and then, some months later, was moved to the position of postmaster general, where he served out the rest of the life of the Labor government.

And now, a quarter of a century after the first one, came the second great turning point in his life. As the depression racked Great Britain, MacDonald decided to meet it with a National government enlisting the help of all the major political parties. Most of the Labor M.P.s, including Attlee, thought this plan a betrayal of the party's aims and refused to enter the coalition. MacDonald formed his new government without them and then took the issue to the voters, who gave him an overwhelming victory. Only three Laborite M.P.s with any ministerial experience were elected: George Lansbury, Stafford Cripps and Attlee. Lansbury, the grand old man of the party, was automatically elected leader of the shattered band, but his health gave way after a time, and Attlee took over his responsibilities. In 1935, when Italy attacked Ethiopia and pacifist Lansbury resigned after failing to rally the party to oppose sanctions against Italy—which he feared would involve Britain in war—Attlee was elected leader in his place.

A distinct air of impermanence surrounded this event. Attlee, with his persisting shyness and his lack of personal color, obviously was not a man to head a great political party, and it was generally assumed that he would be replaced when some of the stronger men of the party got back into Parliament. Yet, when the next election came in 1935 and many of the old stalwarts were returned, Attlee was given another term.

Luck and pluck

PARTLY—perhaps mainly—this was the lucky result of a personal feud between Arthur Greenwood and Herbert Morrison, the other two leading candidates. Neither could stomach the idea of the other's becoming leader; and Greenwood, when he saw that Morrison's forces were the stronger and that continued balloting might elect him, decided to end the contest by swinging his support to Attlee. But more than luck was involved. During the preceding lean years Attlee had worked hard to hold the party together and to make it an intelligent and vocal Opposition in Parliament. In one session he had personally made 125 speeches. He had written articles and books propagandizing for the party, had attended international

SPECIAL INTRODUCTORY OFFER

This 12" LONG-PLAYING Record
(33½ R. P. M.)



ISSUED BY
Concert Hall Society
VIVALDI'S SYMPHONY in F MAJOR
SYMPHONY in C MAJOR
Only \$1.00

HERE is an extraordinary opportunity for music lovers! We will send you this LONG-PLAYING record (33½ R.P.M.) of two symphonies by the great Italian master Vivaldi, superbly performed by the Concert Hall Symphony Orchestra, Henry Swoboda, conducting. It is the first release in the Society's new 1949-50 series of Limited Edition recordings—yet it is yours for only one dollar!

We make this special offer to demonstrate the remarkable quality of these high-fidelity recordings. Only by actually hearing one of these discs can you appreciate their extraordinary clarity and tonal beauty.

We will also send our free brochure telling how you can possess our new series of original recordings on unbreakable "Vinylite" plastic—FIRST EDITIONS available nowhere else at any price!

SUPERB MUSIC
Membership is Limited to 3000

Just as an artist limits the impressions from a fine etching, so the Society limits its editions, capturing in recordings of singular quality every conceivable subtlety of tone and phrasing.

* Only 3,000 members can own these recordings; and right now only 291 subscriptions are still available. Commercial recordings go through four stages, each step involving a loss in tonal quality. But LIMITED EDITION recordings are produced directly from gold-sputtered masters!

And what superb music! Timeless works of Beethoven, Schubert, Haydn, Bach, Mozart, Bartok . . . 28 works from which you may choose.

The Cost Is Surprisingly Low

The records come in a luxurious album bearing your personal subscription number. They will grow into a treasured group of "Collector's items" which only this inner circle of music lovers can possess. Yet these "custom-made" recordings cost only a few pennies more than commercial, mass-produced discs made of "Vinylite" brand plastic!

The whole interesting story is told in our free brochure, which we will send with the LONG-

PLAYING 12" record described above. Simply enclose one dollar with the coupon. If not delighted with the record, you may return it in five days and your dollar will be cheerfully refunded.

Concert Hall Society, Inc.
250 West 57th St., New York 18, N. Y.

I enclose one dollar, for which please send me the high-fidelity LONG-PLAYING record of Vivaldi's Symphonies in F and C. If not delighted, I may return it in five days for full refund of my dollar. Also send, free, your brochure describing the new 1949-50 series of Limited Edition recordings.

Name..... (Please Print Plainly)

Address.....

City..... Zone..... State.....

Murray Sices Solves the Suit Sliving Problem



SUCCESS OF THE LADY 5 FEET 5 AND UNDER is greatly insured with new, perfectly proportioned MURRAY SICES suits. Sices has a subtle way of slimming your figure and fitting you accurately without costly alterations. Suit above available in Window Pane Sharkskin, Juilliard Planeteen, Botany Marchan in all Spring shades. Sizes 12½ to 22½. Surprisingly low-priced!

At Russek's, New York; or for store nearest you, write
THE MURRAY SICES CORP., 252 West 37th Street, New York 18, N. Y.
In Canada, styles by Murray Sices manufactured by Leo Larry, Toronto.

Francis Grover Cleveland, pioneer in the Summer Theatre movement and son of the late President, is one of the members of the world's most illustrious After-Shave Club.

Join
**Francis Grover
Cleveland**

IN ONE OF THE WORLD'S
FOREMOST CLUBS



As man's youth has gotten longer, by decades, more and more men are taking a YOUNG man's care of their appearance. To name a few: Francis Grover Cleveland, Norman Rockwell, Burgess Meredith, Maj. George Fielding Eliot, Lucius Beebe.

It's no coincidence that these gentlemen use Aqua Velva. This circulation rouser, doused on regularly every day, brightens and braces your skin, gives that young, healthy skin-freshness everyone enjoys looking at. Try it!

AMAZING NEW RELIEF!

VICKS
VAPORUB
in STEAM

Relieves Croupy Coughs, Stuffiness
of Colds With Every Single Breath!

Put a spoonful or 2 of Vicks VapoRub in a vaporizer or bowl of boiling water as directed in package. Then...

Breathe in the soothing vapors. They penetrate direct to cold-congested breathing passages.

Every single breath relieves coughing spasms, eases stuffiness...brings wonderful relief. Try it!

You know what grand relief you get when you rub on Vicks VapoRub to relieve miseries of colds.

Now—whenever there's congestion in upper bronchial tubes—or if there's much coughing or stuffiness—use VapoRub this special way, too...in steam! It brings relief in a hurry!

To keep up the relief, rub VapoRub on throat, chest and back, too. It works for hours to bring relief...even while you sleep. Grand for children and grownups.

Use it in steam—
Rub it on, too!

VICKS
VAPORUB



WEAK SISTER ATTLEE is shown in 1935 contest to lead the Labor party. Caption: "Miss Attlee will lead—for the present."

ATTLEE CONTINUED

conferences of socialists, had stumped the country in by-elections and debates. In the process he had won, if not the affection or the great admiration of his colleagues, at least their solid respect.

Attlee did not distinguish himself during the next few years. But neither, for that matter, did the Labor party. It was the time between the Ethiopian War and World War II; of the Spanish Civil War, the Popular Front movements, the Munich Pact and all the rest, when peace-loving "liberals" in many countries were in a state of confusion. Attlee was not a strong leader; he was instead "a good chairman of committee." But the Labor party was a committee filled with vapors and conflicts, and it was a considerable triumph merely to hold it together. His most severe test came when a strong group led by Sir Stafford Cripps tried to align the party in a Popular Front including the Communists. He held fast, guided by a deep mistrust of the Communists as political allies, and the movement was put down. Cripps, when he persisted in agitating for it, was expelled temporarily from the party along with Aneurin Bevan and several others of his supporters.

The Hitler-Stalin pact, was, in a bitter sense, a vindication for Attlee, and the advent of World War II secured his position, for even his Labor critics knew it was no time to change leaders. In the wartime coalition government Attlee served variously as deputy prime minister, deputy leader of the House and in several ministerial posts. He and Prime Minister Churchill got on well together, and a division of duties developed naturally. Churchill ran the strategies and high policies of the war, and Attlee supervised the running of the government machinery and the domestic front. During the time when Churchill was ill or absent, a total of about six months during the five years, he took over as P.M., and there was no lack of self-confidence in the way he handled things. One Cabinet member told a reporter, "When Attlee takes the chair, Cabinet meetings are businesslike and efficient; we keep to the agenda, make decisions and get away in reasonable time. When Mr. Churchill presides, nothing is decided; we listen enthralled and go home, many hours late, feeling that we have been present at an historic occasion." Attlee admired Churchill, thought him an ideal war leader and, while never forgetting that he was a political enemy who must be turned out at the proper time, never allowed politics to interfere with the success of the coalition. Churchill, for his part, developed a great deal of respect for Attlee's qualities. In due course he was to refer to him as "a sheep in sheep's clothing" and "a modest man who has much to be modest about"; but that was later, during a national campaign.

Morrison again

THE decisiveness of Labor's victory in that 1945 campaign astonished even Attlee. "This is incredible," he exclaimed as the landslide rolled on. But it was the size and not the victory itself that surprised him and the other Labor leaders. In the 10 years since the last general election much had happened to build the party's strength. There was the sorry record of the Chamberlain government. There was the war itself, which might be counted on to produce—as the 1914-18 war had done—a leftward trend. Most important, it had long since become "respectable" to be socialist: the long work of Fabian persuasion was paying off, and the party was now as much middle-class in character as working class, and even had some upper-class support.

In the precampaign thinking of some of the members the major weakness in its position was Attlee himself: how could he, with his



STRONG MAN ATTLEE appears in 1947 Low cartoon after he fired Emanuel Shinwell as minister of fuel following coal crisis.

dormouse personality, hope to compete as a campaigner against the magnificent Churchill, wrapped in all the glamour and prestige of his war leadership? And if the party won in spite of him (so the reasoning went) it would need a stronger and more inspiring man than he as prime minister to put the socialist program into practice. Accordingly a cabal had been mounted against him, led by Harold Laski, a former colleague at the London School of Economics and at the time chairman of the Executive Committee of the party. Laski even wrote Attlee a letter, setting out in frank terms what he considered Attlee's inadequacies. Attlee replied to it icily: "It is good of you to let me have your opinion of myself." The leader-presumptive, in case Attlee yielded, was Herbert Morrison, his chief rival of 10 years before. A colorful personality and aggressive speaker, Morrison had been minister of supply in the wartime coalition government. He was able and willing; in fact, eager. But, just as he had missed his chance before because of Greenwood's animosity, he failed again because of Ernest Bevin, with whom he had maintained an undercover vendetta for some years. Bevin was a formidable opponent, for he controlled the huge Transport and General Workers' Union, the biggest union in the country, on which the party relied not only for votes but a good deal of money. His veto of Morrison was not a merely negative action, however; it was also an affirmation of his faith in Attlee, with whom he had worked closely in the coalition cabinet. It had been an attraction of opposites: Bevin, big, shrewd, driving, expansive and untidy, an orphan who was supporting himself at 13 as a dishwasher; and Attlee, small, precise, reserved, efficient and still middle-class in look and mannerism. They developed a mutual fondness and respect that later events have not altered: Bevin has been and remains his closest ministerial colleague.

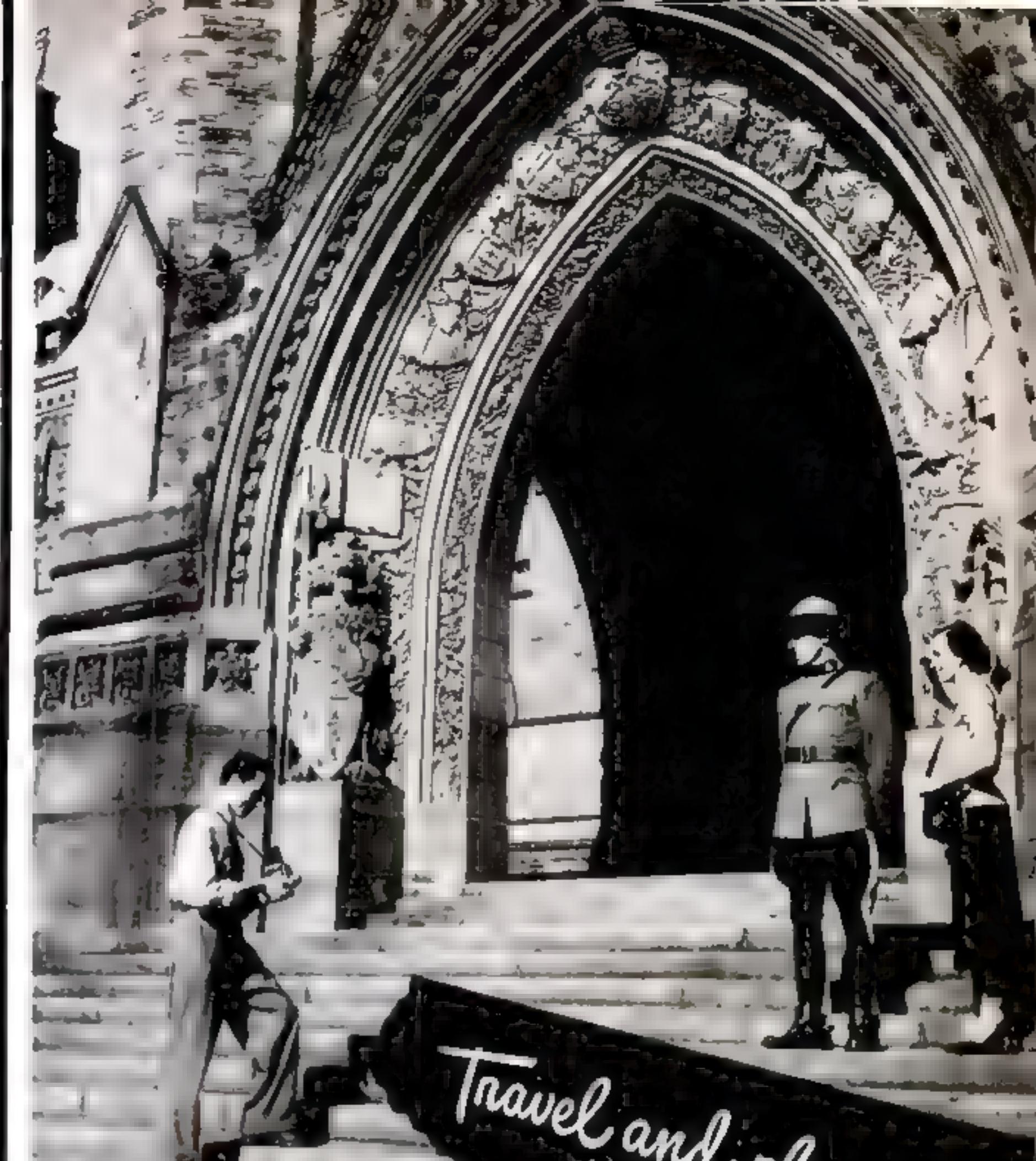
The prima donna tamer

THREE years ago, during the fuel crisis precipitated by a severe winter and some inept work on the part of Fuel and Power Minister Shinwell, the sack-Attlee forces rallied once more. Thus crisis would end, they said, if there were a prime minister capable of getting the miners to bend more willingly to their shovels. The Conservative London *Daily Mail* informed its readers that "the ranks of the Socialists . . . are blazing with revolt . . . why conceal it? Mr. Attlee has lost the mastery of the Socialist Party," and "Attlee resigning soon." The new prime minister, by report, was to be Bevin. But when he was approached on the eve of a meeting of the Laborite M.P.s, he turned the plotters down flatly. "Hell," he expostulated, "I'm a prima donna, Cripps is a prima donna and Morrison is a prima donna. We're all a lot of bloody prima donnas, and what's needed is someone like Attlee to keep us in order."

Since then, especially during the last year, a thing unique in Attlee's life has happened. Whether because of habit or resignation or a belated and all the more illuminating recognition of merit and accomplishment, the fact is that Attlee is popular among his own followers. There still are mutterings here and there, but they are nothing compared with the past. The Attlee jokes go on, but among the Laborites there is no venom in them any more. On all sides within the party—even, *sotto voce*, from Harold Laski—one now hears reasons why Attlee is a good man for the job; indeed, almost the indispensable man.

Bevin summarized one of these reasons. Not merely the people he mentioned, but many others in the party, are prima donnas and besides hold differing opinions as to how far, at what pace and with what tactics the party should go. Attlee, in his dry, intractable

CONTINUED ON NEXT PAGE



Souvenir snapshot—the scenic view of one of Canada's "Mousties" against the Gothic setting of the Houses of Parliament, Ottawa.



Explore picturesque fishing ports—swim and sun on sweeping ocean beaches—catch tuna and swordfish in Canada's ocean provinces.



Western dude ranches, mountain trails, the world-famed Calgary stampede . . . all are part of Canada's appeal to lovers of horses and riding.



Enjoy a next-to-Nature vacation amid the grandeur of Canada's Rockies. Bring back pictures of wild life, of scenery in the grand manner.

Travel and play in romantic Canada

Here is rich new country to roam and relax in. A million square miles of vacationland call you over the border

. . . to fish, golf, swim, ride or just laze the golden days away in a land where Nature is always near. See the wild beauty of great National Parks, the storied landscapes of the older provinces, the inviting bays and beaches of scenic coastlines. Play as you go, or settle down to a life of casual carefree fun. Write for information or use the coupon below.

7 VACATION POINTERS— ALL POINTING TO CANADA IN 1950

1. New interesting foreign movies are
2. A million square miles of scenic playground
3. Friendly cities—ospitable people
4. Friends and relatives waiting to welcome you.
5. Lots to do—sports, recreation, sightseeing.
6. Near—easy to get to—no border "red tape".
7. Your vacation dollar buys more, goes further.

NO PASSPORT NEEDED.



Canadian Government Travel Bureau
Ottawa, Canada D. Leo Dolan, Director

Please send me your illustrated book,
"CANADA, VACATIONS UNLIMITED"

Name _____ (PLEASE PRINT)

Street and No. _____

Town _____ Province _____ State _____

Birthdays this month-

Franklin D. Roosevelt*



Benjamin Franklin



Robert E. Lee



and someone
close to you ...



Say
"Happy Birthday"
with the finest
man's gift of its
kind



De Luxe
After Shave Lotion \$2.50
Shave Soap \$1.50

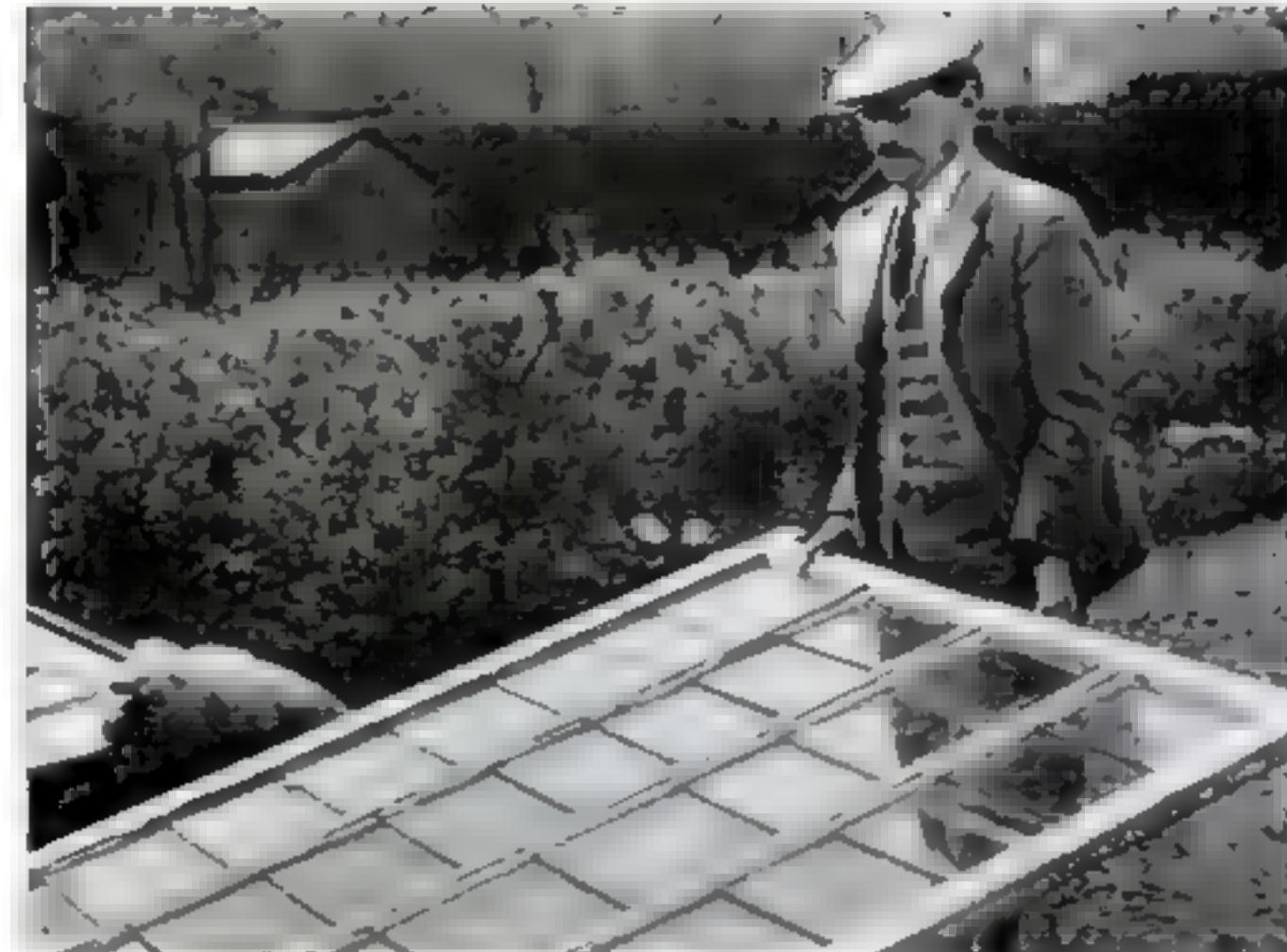
Courtley Men's Toiletries will keep on "giving" all year long. Handsome, colorful sets from \$1.50 to \$20. Individual items, 50¢ to \$5. Especially popular: 6 oz. After Shave Lotion, \$1.

All prices plus tax.
At finest stores.

Courtley
WORLD'S FINEST MEN'S TOILETRIES

COURTLEY, Ltd., New York, Los Angeles

*Give to The March of Dimes



HORTICULTURIST ATTLEE describes himself as "a good destructive gardener"—i.e., a good weed puller. He also likes cricket, tennis, crossword puzzles, bridge, croquet and exploring his own family genealogy. He cares little for art, music, ballet or modern literature. "Devoted as I am to him," says one of his more esthetic assistants, "I consider him personally a Philistine."

ATTLEE CONTINUED

way, keeps discipline like a rather waspish schoolmaster over a pack of noisy boys. To their surprise the Laborites have noticed also that he has developed from "a good chairman of committee" into something nearer a real leader. The happy solution to the problem of Indian independence—which, when he was involved in it under MacDonald, he had thought "particularly intractable and nearly insoluble"—was engineered by him. In a less happy vein, when devaluation of the pound was necessary, it was he alone who made the hard final decision. He still prefers to delegate his powers, and he never takes over a problem until it has been worked on thoroughly at ministerial level. So long as his ministers function well, he lets them alone. But if they show up poorly after a fair trial, he fires them. One such casualty has told how he was called to No. 10 where, without ceremony, Attlee asked for his resignation. The pained minister asked why. "I don't think you measure up to a minister's job," Attlee said, ending the interview.

Even such bluntness is sometimes cited as an asset to Attlee. The Laborites know there will never be any doubt as to where they stand with him, and they know further that in firing or hiring or any other action, he is motivated by no personal bias at all, but only by what he believes to be the best interests of the party, the country and the socialist program. His personal disinterestedness has been so evident for so long that no one questions it.

Socialism's five years

UNDoubtedly Attlee now has the party behind him; there remains the larger question of whether the country is any longer behind the party. The answer to that will be given on Feb. 23, at the end of a campaign that began last week. Labor will be running on its record, and its platform will be, in effect, to propose a second helping of the same. To the list of industries already nationalized—coal, railroads, gas, electricity—the party would add steel, meat, cement and sugar. The Conservatives, while not attempting to denationalize enterprises that already have passed over to public ownership, a process so complicated as to be unfeasible, would stop further socialization and would try to encourage private enterprise. The so-called welfare state, with its free medical care and so on, is an issue only indirectly. The Conservatives would not abandon any of its major features. They point out that, after all, the welfare plans were made under the coalition government, with as much support from Conservatives as from Labor, and hence belong to one party no more than to the other. But, the Conservatives say, they would run them much more efficiently and would correct the abuses that have been allowed to develop under Labor.

Foreign and fiscal policies will be debated on similar grounds. The Conservatives do not blame Labor for the basic difficulties that Britain has faced in both fields, since these are the fault of historical forces, particularly of the war. But, again, the Conservatives maintain that they could have done a better job of coping with them.

As in all democratic contests the big issues are not susceptible of

Don't wear DIRTY GLASSES

BUY SIGHT SAVERS

THE Silicone Treated TISSUES
THAT KEEP YOUR EYEGLASSES CLEAN!
YOU WILL SEE BETTER AND LOOK
BETTER, TOO!

Handy to Carry
and Easier
to Use



Only
10¢

FOR FULL MONTH'S SUPPLY
AT DRUG STORES

Everywhere

Dow Corning Corporation, Midland, Mich.

HERE'S THE WAY TO HEAR BETTER!

You get better hearing...get it longer...fewer battery changes...with "Eveready" hearing-aid "A" batteries. They give your hearing aid more power because their exclusive flat-cell construction cuts out waste space. Try them yourself!

Ask your hearing-aid dealer!

Tummy in a jam?
Tums say

"SCRAM!"

to Acid
Indigestion
Gas, Heartburn



10¢
Handy Roll

3-roll package, 25¢

S for the tummy



Hell never be President

THIS YOUNGSTER and his mother are seeing the new world for the first time. Their eager eyes search out the shoreline of New York from the immigrant ship that is bringing them from Europe.

He'll never be President, this immigrant boy—but that is the only door that will be closed to him. He'll have all of America before him, a shining carpet of opportunity.

He will be part of America, and America will become part of him—as it has from the time the first immigrant came to these shores. From the days of the Mayflower down to 1950 we have welcomed the victims of racial and political persecution. America gave them freedom and they gave America its greatness and glory. We have given shelter to the mighty; but we have not turned away the meek. Today we are giving succor to the greatest and to the least among those whom war and op-

pression made wanderers on the face of the earth.

Proud, productive American citizens who today live and work in the largest cities and the smallest towns across the nation were yesterday, or the day before, harried, hopeless refugees without homes, without friends.

We have given them homes, we have extended the hand of friendship. And in turn, they have given America of their toil, their skill, and their devotion. We have built new lives, and they in turn have helped to build America.

Through our efforts during the past decade and more, some 300,000 homeless Jewish refugees have been brought to these shores and made into self-sustaining new Americans.

The work is not finished. Others are patiently awaiting their chance for a new life. When they reach our shores, we must be

ready to welcome them and give them the help they need. Our hospitality is a sound investment for the building of a better future for all Americans. This is worth giving for!

UNITED JEWISH APPEAL

On Behalf of the Resettlement and Reconstruction Programs of the Joint Distribution Committee, United Palestine Appeal, United Service for New Americans.

HENRY MORGENTHAU, JR., General Chairman
165 WEST 46TH STREET, NEW YORK 19, N. Y.

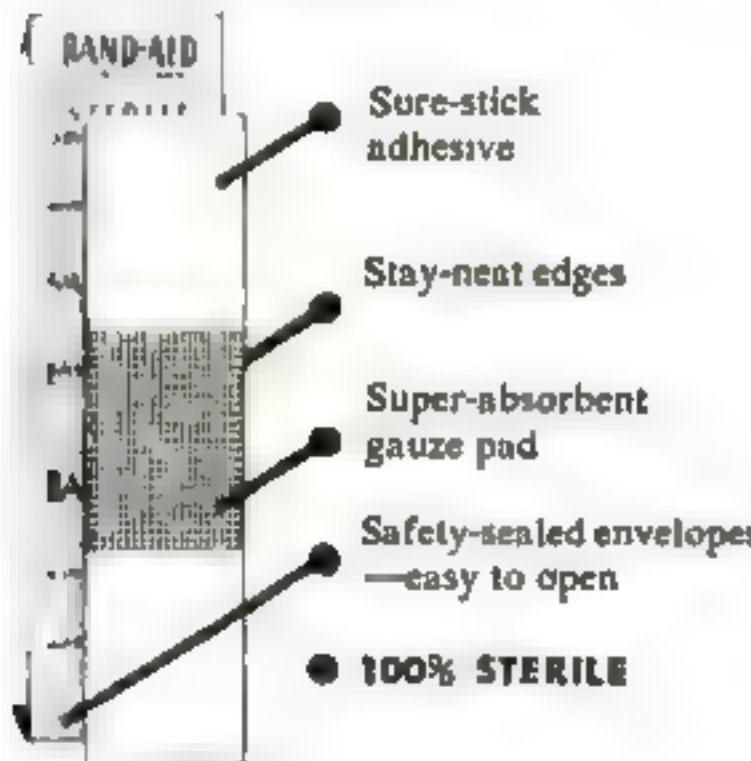
ATTLEE CONTINUED

Never neglect a splinter jab



The tiniest injury can become infected. Never take a chance!

Always use BAND-AID®...
the only adhesive bandage that gives you all this protection:



Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID—the brand that is 6 to 1 choice in doctors' recommendations.

Always look for the name on the box



*BAND-AID MEANS MADE BY

Johnson & Johnson

absolute proof: otherwise they would not be issues. Whether socialism is "good" or "bad" is a matter not only of intellectual but of emotional and moral conviction. In a balance sheet of Labor's five years in office, the individual accomplishments and failures might come out about even. Nationalization of electricity, for example, has worked out about as well as nationalization of the railroads has worked out badly. In spite of huge difficulties the standard of living of the average Briton has been improved, but he has had to pay a price in regimentation, red tape and a pervading sense of antiseptic dullness. Production in almost every important item of manufacturing and agriculture has set new records, and the vital export trade is bigger than ever before; yet the country remains almost as dependent on American and Commonwealth aid as after the war. The socialist experiment to date has been exciting, valuable and inconclusive.

It is chiefly in the light of foreign affairs that an American is tempted to evaluate the major significance of both Attlee and the party. In its colossal conflict with imperialistic Communism, America has found in Britain its strongest ally, but in different political circumstances she might have been neutral, or conceivably even pro-Russian. If, for instance, Cripps and Aneurin Bevan had had their way in the Popular Front issue of the 30s, the party might—as in the cases of some other European Socialist parties—have been captured by Communists from within. Attlee's firm and courageous veto disposed of that possibility.

He and his party served the anti-Communist cause in a yet more crucial way—because they plainly could not be accused of "capitalist intransigence," as a Conservative government might well have been. The British people knew that he wanted the friendship of the U.S.S.R.; and they knew, when postwar cooperation failed, that it was not his fault. Once he became convinced of the bad faith of the Russians, he fought the issue through relentlessly. It has been he who kept the pro-Russian faction (at first a sizable one) of the party in line and expelled those Labor M.P.s who voted against the government's foreign policy. Without his leadership the Atlantic pact and the whole fabric of Anglo-American collaboration might have been endangered.

Thus, again, as in so many other episodes of his political career, it was his manifest sincerity and honesty of purpose that decisively influenced great happenings. History is a pragmatic judge. If events someday should verify Attlee's faith that a society based on his special blend of Christianity and socialism is a workable thing, he will be remembered as a great man. The least generous judgment, in any case, will not be less than the one delivered by a respected contemporary historian, whose war memoirs resume in next week's LIFE, Winston Churchill: "... He is not a self-seeking man and always tries to play the game and to do the best he can, which is very much to his honour."



SAME SHOW, SAME CAST will be seen in the same place in a few weeks. This picture shows Winston Churchill and his deputy leader, Anthony Eden, and Attlee and his deputy, Herbert Morrison, marching to Parliament in ceremonies inaugurating Labor government in 1945. Campaign that opened last week will decide whether roles are to be reversed when new government meets.

**RELIEVES
HEADACHE
NEURALGIA
NEURITIS PAIN**

FAST



Here's Why...

Anac is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients that are specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.

TEETHING PAINS



WHEN your baby suffers from teething pains, just rub a few drops of Dr. Hand's Teething Lotion on the sore, tender, little gums and the pain will be relieved promptly.

Dr. Hand's Teething Lotion is the prescription of a famous baby specialist and has been used by mothers for over fifty years. One bottle is usually enough for one baby for the entire teething period. Buy it from your druggist today.

**DR. HAND'S
TEETHING LOTION**
Just rub it on the gums

**MEDICATED
TO DO GOOD!**



**FLAVORED
TO TASTE GOOD!**

Buy Luden's Wild Cherry Cough Drops
5¢ Everywhere

**T-N-T
POPCORN
for perfect popping**

Mother and Pups doing fine—on GRO-PUP!

"COMPLETE DINNER" FOOD FOR YOUR DOG

No matter what AGE, SIZE or BREED!



Mother (center in picture) was fed Gro-Pup, and only Gro-Pup, for months before her healthy pups were born. This "complete dinner" food completely met her high nutritional needs. Why not give your dog all this bonus Gro-Pup nourishment?



Pups really thrive! Some pups increase their weight 100 times in the first year. Hearty Gro-Pup promotes sound development even during this fast-growing period. Whether your dog is a pup or grandpop—"complete dinner" Gro-Pup supplies all the proteins, vitamins, minerals, and fats he is known to need.



Needs no meat added! These crisp, tasty ribbons combine generous amounts of meat meal, fish, skim milk, soya, and cereals for "complete dinner" nourishment. For strong muscular build, glossy coat, bright eyes, sound teeth—for bouncing vitality—feed your dog Gro-Pup!



Easiest to feed! No can openers, no refrigerator problem, nothing to add to Gro-Pup Ribbon. Merely open the box and fill your pal's plate with the amount he requires...then watch him lick it clean!



Save up to \$1.00 a week! Yes, when you feed thrifty Gro-Pup you save as much as 40% over most canned dog foods—often up to \$1.00 a week. Start your dog on Gro-Pup, the "complete dinner" food, today!



THRIVING ON GRO-PUP. Here's Molly (center) registered Beagle, pictured with two of her lively 4-month-old pups at the Kellogg Kennels, Battle Creek, Mich. Mother completely nourished by Gro-Pup. Pups on Gro-Pup, too—right after weaning.



A SCIENTIFIC *Kellogg* PRODUCT





SOME OF THE CARS AND BUSES THAT ARRIVED IN TIME FOR SHOW ARE PARKED IN ROWS ON THE DESERT FLOOR

Life Goes to the Death Valley Centennial

California proudly celebrates discovery of its most notorious desert

Just 100 years ago a small group of pioneers making their way to the California gold rush wandered by mistake into a bleak, desolate valley in southeastern California and, unable to find their way out, almost perished. When they finally emerged a month later, their leader reputedly said over his shoulder, "Goodby, Death Valley." The name stuck. Though comparatively few people have actually died in the valley, California decided to take advantage of the desert's baleful reputation and included Death Valley in its three-year-long centennial celebration.

The spectacle, held last month, was blessed by ideal temperatures, around 70°, whereas the summer average is 115°. A pageant was presented depicting the valley's discovery, to the accompaniment of music composed especially by Ferde Grofe and played by an 86-piece symphony orchestra. More than 47,000 people clogged the one entrance to the valley, backing up traffic for 10 miles. Only about 30,000 of them arrived in time for the show, but even that was six times more people than had ever been in Death Valley in any previous week in its history.



SYMPHONY ORCHESTRA from the Hollywood Bowl climbs to stand on mountainside (opposite page). Music,

amplified through loudspeakers hidden in canyon walls, could be heard clearly for more than a mile across desert.

◀ COVERED WAGONS RE-ENACT PIONEERS' ARRIVAL AT DESERT CAMP SITE

In SPRINGFIELD ILL.



W. R. SEEFEILD says "I switched to Calvert long ago. I believe in moderation," he adds, "and Calvert's milder taste makes it the ideal whiskey for me."

and

SPRINGFIELD, O.



THOMAS McGUFF, plumber, insists on s-m-o-o-t-h-n-e-s-s in his drinks. That's why he switched to Calvert. "Calvert always tastes the same to me," he says, "smoother, better-tasting."

and

SPRINGFIELD MASS.



ANTONIO GIANNETTI is a barber but he doesn't want to be clipped. "So I switched to Calvert Reserve because Calvert's better taste always makes it a better buy for my money."

and

SPRINGFIELD MO.



RAY G. HOLMES, a good chef, knows the importance of taste. So he always serves Calvert Reserve. "Now more and more of my friends have joined the big switch to Calvert."

Everywhere...Every Day
More and More Wise Folks Say-

It's Smart to Switch
to Calvert

Lighter...Smoother...Tastes Better

BLENDED WHISKEY - 45.5 PROOF - 65% GRAIN
NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., N.Y.C.



Death Valley CONTINUED



A 20-MULE TEAM, WHICH ACTUALLY CROSSED 60 MILES OF OPEN DESERT



PORTABLE OUTHOUSES, TRUCKED IN ALL THE WAY FROM LOS ANGELES



SQUARE DANCERS INTERPRET THE PIONEERS' FIRST REACTION TO THE



AND MOUNTAIN PASSES TO THE CELEBRATION, JOINS THE BIG PARADE



300 MILES AWAY, HELPED BRING CIVILIZATION BRIEFLY TO THE DESERT



ILL-FATED DECISION TO TAKE THE SHORT CUT THROUGH THE VALLEY
CONTINUED ON NEXT PAGE

in **FRANKLIN, IND.**

RALPH D. SPICER uses several words to explain why he switched. "Lighter, milder, mellower, smoother, tastier—they all add up to better flavor. That's why I switched to Calvert."



and

FRANKLIN, TENN.

RAYMOND C. JOHNSON says lightness is what he seeks in a whiskey. "So it's Calvert for me. The first time I tasted its lighter, milder flavor I joined the big switch to Calvert."



and

FRANKLIN, N.J.

JOSEPH FRANEK, drill operator, enjoys a good drink now and then. "Calvert's friendly flavor won me the first time I tasted it—and I switched to Calvert right then and there."



and

FRANKLIN, PFNN.

LAWRENCE KIRWIN, like most Americans, prefers a blended whiskey, so it's only natural that he switched to Calvert. "Calvert always tastes the same to me—smooth, mild and mellow."



**Whether Near or Far...
Wherever You Are...**



**It's Smart to Switch
to Calvert**

Lighter... Smoother... Tastes Better

BLENDED WHISKEY - 86.8 PROOF - 65% GRAIN
NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., N.Y.C.

new and revolutionary!
the shirt with the soft collar that
won't wrinkle . . . ever



Secret of the Century!
 Collar is woven in one piece. No sewn or fused layers to wrinkle.

Two collar models:
 Regular and wide-spread, with French or single cuffs \$3.95 and \$4.95.

Van Heusen[®] REG. U. S. PAT. OFF. CENTURY shirts

Phillips-Jones Corp., New York 1. Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts



Thomas R. Hearn
 Albertville, Ala.

Ex-V. A. Official says:
 "I've more than
DOUBLED
 my
INCOME!"

"I left a government job to sell the World Book Encyclopedia. Not only have I more than doubled my former income, but I have more fun in my work—knowing I am helping thousands of children through advising their parents." Interested? Write Mr. F. L. James, WORLD BOOK, Box 3968, Chicago 20, Ill. See our full-page ad in this issue.

PLANTERS
 is the word for
PEANUTS

Get Relief
QUICKER
From Your Cough
 Due to a Cold
FOLEY'S Honey & Tar Cough Compound

HAIR GETTING THIN?
 THEN
GROOM IT WITH KREML

*TO KEEP HAIR LOOKING HEALTHY
 SCALP MORE HYGIENIC!*

There's nothing better than Kreml to neatly groom thinning hair or sparse locks. Kreml doesn't look the least bit greasy, sticky or gooey. No dirt-catching film shows through on the scalp. Kreml always keeps hair and scalp looking and feeling *so clean*. AND SO VERY IMPORTANT—Kreml removes dandruff flakes (more noticeable with sparse hair); it lubricates a dry scalp, giving it a delightful tingle. Change to Kreml today.



KREML Hair Tonic

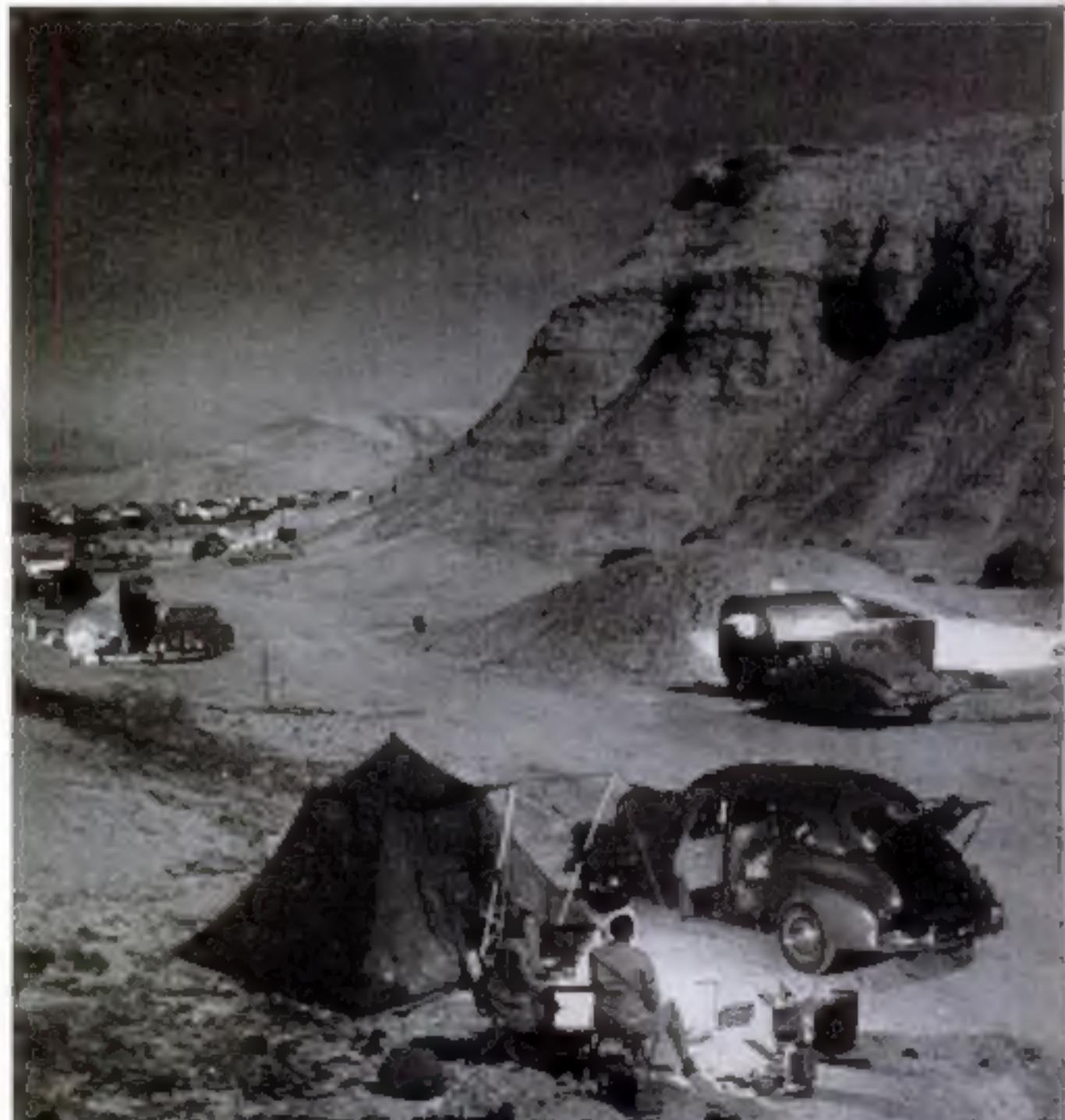
Death Valley CONTINUED



GOVERNOR WARREN joins parade in surrey. He started out in another surrey, but its horse began to kick up. So he changed horses in mid-desert.



JIMMY STEWART took pictures of cast of pageant, for which he was narrator. While cast acted in pantomime, others recited lines over loudspeakers.



CAMPING FOR NIGHT after pageant proved a wise choice for these visitors, who thereby avoided a traffic jam even worse than the one that morning.



*...it's always
a pleasure*

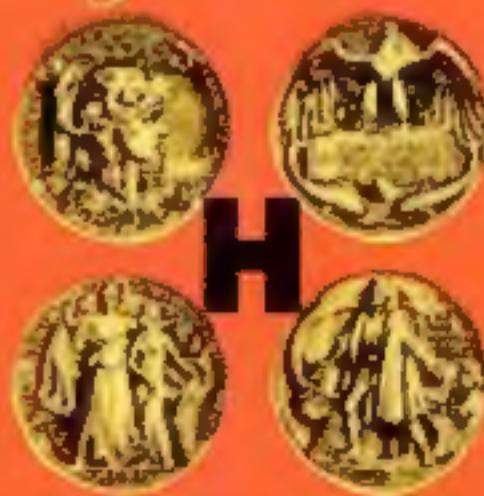


I.W. HARPER

since 1872

The Gold Medal Whiskey

BOTTLED IN BOND
KENTUCKY BOURBON



KENTUCKY STRAIGHT BOURBON WHISKEY, BOTTLED IN BOND, 100 PROOF. I. W. HARPER DISTILLING COMPANY, LOUISVILLE, KENTUCKY

MISS HALE DINING AT
SHERMAN BILLINGSLEY'S FAMOUS
NEW YORK STORK CLUB
WHERE CHESTERFIELD IS THE
LARGEST-SELLING CIGARETTE

"Smoke My Cigarette
Chesterfield
they're much Milder"

Barbara Hale

Starring in
"JOLSON SINGS AGAIN"

A Sidney Buchman Production
A Columbia
Technicolor Production

...and H. B. Harrington
**PROMINENT
TOBACCO FARMER** says -
"Chesterfield buys my finer tobaccos...
the highest priced leaf on the market.
I find Chesterfield milder and always
satisfying. It's been my cigarette for
20 years."
H. B. Harrington
MULLINS, S. C.



A^{lways} **B**^{uy} **CHESTERFIELD**

The Best Cigarette for YOU to Smoke

Copyright 1950,
LIGGETT & MYERS
TOBACCO CO.

Copyrighted material